

FINANCIAL TIMES

US stock exchanges

Lining up to list in New York

Richard Lambert, Page 7

World Business Newspaper <http://www.FT.com>

French budget

Why is Jospin still popular?

Page 12

Estonia

Banking heaven continues growth

Page 3

Today's surveys

Europe's most respected companies; Gibraltar

Separate sections

WORLD NEWS

Serbia's ruling Socialists concede loss of majority

Serbia's ruling Socialists conceded they lost their parliamentary majority in Sunday's elections. There was a surprise increase in support for the ultra-nationalist Radical party, which repeated its desire to annex most of Croatia. Page 14

French defence targeted
French finance and industry minister Dominique Strauss-Kahn will unveil a 1998 budget in which the main casualty is likely to be the FF83bn (\$14.4bn) defence procurement budget. Page 2

Loyalist leader hits out
Ulster Unionist leader David Trimble marked the end of an 80-year unionist ban on talks with Sinn Féin, the IRA's political wing, by launching a fierce attack on the UK government for "bringing murderers to the table of democracy". Page 14

Paris airport extension agreed
The French government came under fire from environmentalists after deciding to go ahead with plans to extend Charles de Gaulle airport near Paris. Page 2

Pressure to cut Italian rates
The Bank of Italy was under growing pressure to cut short-term interest rates on indications the September consumer price inflation figure would drop to a 28-year low. Page 2

Germany's SPD in jobs call
Germany's opposition Social Democratic party called on the European Union to adopt convergence criteria on employment to help reduce Europe's 18m jobless total. Page 2

Polish austerity warning
Poland's right-wing Solidarity Electoral Alliance (AWS), the victor in last Sunday's parliamentary elections, has signalled it is ready to accept the need for tough fiscal policies next year if the country is to avoid a Czech-style financial crisis. Page 2

UK bank chief's Euro doubts
In a typically sceptical assessment of Europe's plans for economic and monetary union, Bank of England governor Eddie George said differences in fiscal positions between European countries might produce tensions in setting a single European interest rate. Page 8

Japan resists US air demands
The US and Japan held talks to try to reach a deal on opening their aviation markets, with Japanese negotiators saying Washington had put forward "excessive" demands. Page 6

Anwar acts on Soros dispute
Malaysia's deputy prime minister Anwar Ibrahim sought to defuse the dispute between Malaysian leader Mahathir Mohamad and international investor George Soros. Page 4

Cardoso party crisis deepens
A crisis in the Brazilian Democratic party has deepened with the resignation of its national executive of communications minister and political heavyweight Sergio Motta. Page 7

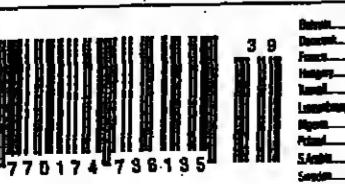
China warns on wealth
The divide between rich and poor nations is widening, posing a threat to the prosperity of the developed world. China's prime minister Li Peng told the IMF, World Bank meeting. Page 8; Editorial Comment, Page 13

Mexico bank tanks peso down
The Mexican currency weakened after the Bank of Mexico signalled concern that the strong peso was hurting exporters. Page 7

Markets

STOCK MARKET INDICES		
New York Industrial	7,062.85	(-74.98)
Dow Jones 30	7,062.85	(-74.98)
NASDAQ Composite	1,692.21	(+2.76)
Europe and Far East		
CAC40	2,697.23	(-20.22)
DAX	4,100.40	(-3.25)
FTSE 100	5,075.5	(-42.2)
Nikkei	closed	
US LUXURYTIME RATES		
Federal Funds	.57%	
3-6y Treasury Bills	1.00%	
Corporate Bonds	1.00%	
Treasury Bonds	6.30%	
OTHER RATES		
UK 3-mo interbank	7.4%	
UK 10 yr Gilt	10.0%	(10.0)
Germany 10 yr Gilt	10.12	(10.12)
Germany 10 yr Bund	10.33	(10.33)
Japan 10 yr JGB	closed	(10.52)
NORTH SEA OIL (Argus)		
Crude Oil	\$18.94	(18.67)

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BUSINESS NEWS

Fiat close to deal with Gaz to assemble cars in Russia

Italian carmaker Fiat is poised for a comeback to the Russian market after 31 years. It is in advanced negotiations with Russian carmaker Gaz to assemble 150,000 cars a year at a plant near Moscow. Page 16

Guinness and LVMH, two companies battling over plans to create the world's largest drinks company, both reported increased profits. Page 15; Lex, Page 14; LVMH results, Page 16; Guinness results, Page 20

The European Commission is to consider proposals to outlaw most state aid to the European Union shipbuilding industry. Page 7

Philips, Dutch electronics group, is to strengthen its technology co-operation with SGS-Thomson of France in the development of manufacturing processes for semiconductors. Page 16

Acer, Taiwan's biggest computer company, may open a European manufacturing plant as part of a plan to expand its share of the \$100bn a year personal computer industry. Page 19

ASE of Taiwan plans to invest TS340bn (US\$11.9bn) over 10 years in a bid to become the world's top microchip packaging and testing concern. Page 15

Bertelsmann, the world's third-biggest media group, stepped up its campaign for approval of its proposed alliance with KirchGroup and Deutsche Telekom to develop digital pay-TV in Germany. Page 17

Usimor, French steelmaker, is considering opening talks with Belgian group Cockerill-Sambre on possible co-operation. Page 16

Latagro of France and UK building group Redland are considering putting their French aggregates businesses into a joint venture. Page 20

Short Brothers, Northern Ireland aerospace offshoot of Bombardier of Canada, is to receive a £19.5m (\$31m) UK government grant to support two new projects. Page 9

Fila, Italian sporting goods company, agreed an \$80m endorsement deal with US basketball player Grant Hill. Page 18

McKesson Corp and AmeriSource Health, two of America's largest health care distribution companies, plan to merge at a \$1.72bn deal. Page 18

Financial services company Morgan Stanley, Dean Witter, Discover, based in the US, reported record net income of \$378m in the third quarter. Page 18

Delta Air Lines and American Airlines said they would cut their commissions to travel agents from 10 per cent to 8 per cent. Page 18

Emetel, Ecuador's state telecoms company, attracted a further four foreign telecoms operators seeking to win a 35 per cent stake in the group. Page 18; Telia targets Nordic markets. Page 18

EHP, Australian resources group, announced worse-than-expected first-quarter profits of A\$284m (US\$204m). Page 19

Athens stock exchange joins forces today with FTSE International to launch a real-time equities index, the FTSE/ASE-20. Page 17; World Markets, Page 34

Brussels set to investigate state aid for German bank

Cash injections may have given WestLB competitive advantage

By Emma Tucker in Brussels

An investigation into claims that Germany's third-largest bank received unlawful state handouts totalling DM5.8bn (\$3.23bn) is expected to be launched by the European Commission next week.

The European Union's Brussels-based executive suspects that cash injections, received in 1992 through the integration of housing development funds, gave Westdeutsche Landesbank an unfair competitive advantage over other European banks.

The probe, launched under EU state aid rules, is the latest in a series of anti-subsidy cases brought against Germany by the commission. WestLB, the most powerful of Germany's state-owned regional banks, could be forced to repay the money.

The investigation was triggered by a complaint from the German banking association, which represents private-sector banks. It claimed the state injections amounted to unlawful state aid and enabled WestLB to expand at a lower cost than private banks.

The decision by Karel Van Miert, the competition commissioner, to press ahead with the case is certain to embarrass the German government, which last year failed to secure a compromise between the private banks and WestLB. It is also likely to focus attention on the politically sensitive state guarantees enjoyed by Germany's regional "Landesbanken".

State guarantees help the Landesbanken to receive top credit ratings, which enables them to borrow funds at preferential rates and gain an advantage over their private-sector rivals.

GE Capital set to buy Woodchester for \$880m

By George Graham, In London

The draw-out auction of Woodchester investments, the Irish motor and equipment finance company owned by Crédit Lyonnais, came to an end yesterday, when General Electric Capital agreed to pay £159.1m (\$224m) for the business.

The deal is the largest ever takeover of a public company in Ireland, and a first run-through for the newly independent Irish takeover panel, which has been monitoring talks.

GE Capital, which has rapidly expanded its leasing and finance business in Europe with a string of acquisitions, launched a cash offer of 263p a share after agreeing to buy Crédit Lyonnais's 54 per cent stake.

The US-owned business has

made more than 20 acquisitions in Europe this year, including a £250m deal in July to take over Central Transport Rental, the former Tipiobus trailer rental company. Woodchester will substantially expand GE's European motor finance business, which already includes operations in Austria, France and Spain.

For Crédit Lyonnais, the sale will generate an extraordinary gain of more than FFr300m (\$51m). The French bank has been under pressure from the European Commission to sell off many of its international ventures in exchange for Brussels' approval of its rescue by the French government.

For Woodchester, the sale ends a long period of uncertainty

Continued on Page 14

Lex, Page 14



Smog alert: school children in Kuala Lumpur wear masks during assembly to publicise the health risks of smoke from jungle fires in Indonesia which has enveloped Malaysia. Masks are being worn for real in Malaysian Borneo, where visibility has been reduced to arm's length. Report, Page 14; Map, Page 4

UK condemns Saudi court over lashing sentence on British nurse

By Gillian Tett in Tokyo

A Saudi court has sentenced a British nurse accused of murdering an Australian colleague to eight years in prison and 500 lashes. The victim's lawyers claimed a second nurse had been sentenced to death.

Robin Cook, the UK foreign secretary, immediately condemned the move which he said was "wholly unacceptable in the modern world". He pledged that his government would do everything it could to ensure the sentence was not carried out.

The decision to launch the investigation will be put by Mr Van Miert to the college of commissioners at their regular meeting next Wednesday. The German government will then have one month to give its initial response to the complaint.

State guarantees help the Landesbanken to receive top credit ratings, which enables them to borrow funds at preferential rates and gain an advantage over their private-sector rivals.

For Woodchester, the sale ends a long period of uncertainty

Continued on Page 14

Lex, Page 14

Japan to open up market in pension fund management

By Gillian Tett in Tokyo

Japan is poised to change its pension regulations next month, allowing companies a wider choice of fund managers for their pension funds.

The change will allow "investment advisers" - similar to western-style fund managers - to compete for an additional \$15.000bn (\$12.2bn) worth of corporate pension money held in so-called "tax-qualified" pensions.

It will also create opportunities for foreign fund managers, which have been increasing their share of the pension market as Japan prepares for "big bang" financial deregulation. Mr Clifford Shaw of Mercury Asset Management, the UK fund management group, said: "Opening up tax-qualified pensions will open up a large new chunk of the market."

Unpublished industry data show that foreign fund managers now account for 22 per cent of the investment adviser sector, up from 8 per cent two years ago.

The latest reforms are part of moves by the government to introduce more competition into Japanese companies' manage

ment of their pension money. Corporate pension funds have traditionally been managed by two main groups - trust banks and life assurance companies.

In recent years investment advisers have been granted limited rights to manage pension funds. These differ from trust banks in that they do not act as custodians and are subject to fewer reporting restrictions.

Until now, investment advisers have been allowed to manage some public funds and one type of private corporate pension fund, known as employers' pension funds. But they have been barred from managing the other main type of private corporate pension fund - the "tax-qualified" fund - which accounts for almost a third of the private corporate pension sector.

As a result, the total funds investment advisers manage are still only about one fifth of the assets managed by trust banks.

Following the changes, the generally higher rates of return on pensions offered by investment advisers should help them win

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It's a Cinven fact

Every Cinven shareholder works more than full time for the company.



Boxes on top of televisions will bring internet advances to homes: Page 21

COMMENT & ANALYSIS

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NEWS: EUROPE

Strauss-Kahn to unveil package aimed at ensuring deficit will not exceed 3% of GDP next year

French budget to target defence for cuts

By David Owen in Paris

Dominique Strauss-Kahn, the French finance and industry minister, will today unveil a 1998 budget designed to give substance to his frequent assertions that the country's budget deficit will not exceed 3 per cent of gross domestic product next year.

On the spending side, overall government expenditure is expected to increase by 1.4 per cent, in line with inflation.

The main casualty is likely to be the FF185bn (\$14.4bn) defence pro-

gramme budget, with a number of programmes postponed or cancelled.

The principal winner, by contrast, will be Martine Auhry's employment and solidarity department. Since the election in June, Lionel Jospin's Socialist-led coalition government has been keen to prioritise the battle to curb the country's unemployment, which currently stands at 12.5 per cent.

Last month it unveiled a bill aimed at creating 350,000 public sector jobs over three years in part fulfilment of a Socialist party cam-

paign election pledge to create 700,000 "real" jobs for young people.

The cost of the programme is expected to reach FF10bn next year before rising to an annual FF135bn.

In terms of taxation measures, details are sketchier, although officials have indicated the overall tax burden can be expected to rise at about the same rate as gross domestic product.

It would be a major surprise if today's package did not include a sharp increase in the rate of the

Contribution Sociale Généralisée (CSG), a broad-based tax currently levied on all incomes – not only payroll incomes – at 3.4 per cent.

This would be part of a drive to shift more of the burden of financing France's generous welfare system away from workers.

The move would be accompanied by a corresponding reduction in social security contributions levied on wage-earners.

The net effect of the switch,

which may be broadly revenue-neutral, would be to ensure that investment and savings income

bore a higher proportion of France's welfare costs.

Mr Strauss-Kahn is also expected to announce higher duties on fuel.

As expected, there will be measures to help small- and medium-sized enterprises and to encourage the creation of innovative French companies.

Government officials have indicated that the net effect of today's measures will be to increase the purchasing power of French consumers by more than 2 per cent after tax.

Top of the class. Page 12

EU is warned on technology licence ruling

By Emma Tucker in Brussels

has been made, officials in Brussels have concluded that the 1986 agreement broke competition rules which seek to protect the licensee, as well as the licensor, by giving the licensee the liberty to increase its capacity or to construct its own plant.

According to the Commission, once the licence for the use of technology at one set of production facilities has been granted, the licensee should be allowed to build any number of plants using the technology. If the agreement does not explicitly permit this then it is illegal.

"The fundamental objection in this case is that a company cannot build a new plant without the approval of its competitor – Arco Chemical," said a Commission official.

The Commission also points out that Arco is itself building a new plant and has a huge vested interest in preventing, or at least delaying, the development of Repsol's new site.

Arco disputes the allegation, saying it would be willing to license the technology for Repsol's expansion. All it wants is recognition from Repsol that it is the owner of the technology.

Other oil and chemicals companies have joined the protest, fearful that hundreds of similar "site licensing" agreements could be rendered illegal.

In a letter to the Commission, Bryan Sanderson, managing director of BP Chemicals, says the Commission's imminent decision "is certain to dislodge potential licensors from allowing third parties to have access to their technology. The net effect of this will inevitably be to the detriment of industry and to competitiveness in general".

Bank of Italy under pressure to cut rates

By James Blitz in Rome

term cut in the Bank of Italy's official discount rate (ODR) – currently 6.25 per cent – has been rise over the last three days. It intensified over the weekend when Antonio Fazio, governor of the Bank of Italy, signalled that the "distance between Italian and German rates should narrow over the next year, or year and a half".

However, economic analysts expect the governor to wait until the government has announced details of its 1998 budget before deciding how much to ease policy.

The budget – which must be tabled in parliament by September 30 – will set out the extent to which the government has managed to cut back Italy's annual expenditure on welfare. It is also expected to introduce rises in value added tax that will have an impact on inflation in 1998.

"I expect the governor to announce a 50 basis point cut in rates immediately after the budget," said Ilaria Fornari, an economist at JP Morgan in Milan. She expects that this will be followed by a further bout of easing – again by 50 basis points – before the end of the year.

Israel seeks to strengthen ties with Turkey

Feelings of mutual isolation may help to bind the two, writes John Barham

Israel wants to prove there is more to its courtship of Turkey than secret military protocols struck with the country's powerful secularist generals and is encouraging more "people to people" ties such as scholarships for bright students, irrigation technology transfers, trade fairs and twin cities.

For most countries, this type of cultural diplomacy is unremarkable. But it is a high priority for Israel as it works to broaden relations with a key Moslem state. Nissan Amdor, a diplomat at the Israeli embassy in Ankara, says: "Government to government relations are important but we are trying to widen this path into a highway between both societies." Governments and their policies may come and go, but friendships between individuals and trade deals between companies should prove more durable.

For the Israelis Turkey is fertile soil. There is little of the anti-Israel sentiment rife in Egypt, which signed the Arab world's

employment criteria which could take priority over the economic convergence criteria of the 1992 Maastricht treaty took the party into more radical territory.

This suggested that Germany's high unemployment is likely to be the key issue in SPD state and federal election campaigns between now and the general election on September 27 next year.

Mr Lafontaine's call for employment criteria came as he unveiled a European policy resolution for the SPD's congress in December.

SPD calls for Emu criteria on jobs

By Peter Norman in Bonn

Germany's opposition Social Democratic party yesterday called on the European Union to adopt convergence criteria on employment to help reduce Europe's 18m jobless total.

Oskar Lafontaine, the SPD leader, said the criteria, which would set goals for cutting unemployment, should "rank equally with, if not have priority over" the monetary stability criteria for European economic and monetary union, due to start

on January 1 1999. Although Mr Lafontaine denied this would mean accepting high inflation rather than increased unemployment in the event of a conflict of policy goals, he said the SPD's philosophy was that "the human being is more important than money".

While supporting Emu, the SPD has long demanded that the planned single currency should be flanked by more active employment and social policies. But Mr Lafontaine's plea yesterday for

employment criteria which could take priority over the economic convergence criteria of the 1992 Maastricht treaty took the party into more radical territory.

This suggested that Germany's high unemployment is likely to be the key issue in SPD state and federal election campaigns between now and the general election on September 27 next year.

Mr Lafontaine's call for

employment criteria came as he unveiled a European policy resolution for the SPD's congress in December.

Last week, the party leadership adopted a largely business-friendly economic policy resolution for the same congress which recognised the importance of economic growth, competition and technological progress.

Heidemarie Wieczorek-Zeul, the party's European policy specialist, said the SPD wanted the employment criteria to be adopted at the EU's late November special jobs summit in Luxembourg, where there would be a majority of Social Democrat-led governments.

Ms Wieczorek-Zeul said cutting unemployment could not be left to national policies, but required a European action programme. The party wanted Emu, but it must be an instrument for job creation. Economic policy co-ordination in the EU should put a greater emphasis on employment. The SPD also wanted EU governments to agree a "training and employment guarantee" for young people that would ensure nobody went straight from school to unemployment.

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David Levy, Israel's foreign minister, during an official visit to Turkey.

Mr Erbakan had alarmed Jerusalem by cultivating anti-Israel groups like Egypt's Moslem Brotherhood, Hamas, the Palestinian Islamist party, and Lebanon's Hezbollah group. He strengthened ties with Iran. Although Israel's broader relationship with Turkey suffered little during Mr Erbakan's 11-month period in office, the rise of Welfare vindicated the wisdom of people to people diplomacy.

Jerusalem places special emphasis on Turkish perceptions of Israel. There is a residue of anti-Semitism from the Ottoman era, when Jews together with Greeks and Armenians formed the empire's rich but despised commercial elite. Republican Turkey stripped these minorities of their wealth with punitive tax laws. The embassy in Ankara closely

monitors the growing Islamist media, rebuking anti-Jewish articles or programmes. Mr Amador says it is important to combat defamatory reporting, less to win over the Islamists that to prevent anti-Israel sentiment leaking into wider society. One hard-line newspaper even interviewed the Israeli ambassador although the article never appeared.

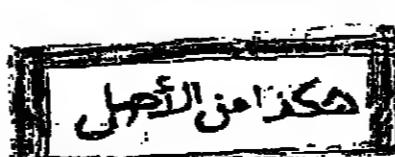
About 30,000 Jews live in Turkey. Some are important business or cultural figures, but most are wary of raising their profile. In 1993, Yuda Yurum, a Jewish academic, survived a car bomb attack. He had received threatening letters from an extremist Moslem group after an Islamist newspaper reported that he received an academic award in Israel.

Turkey is an important prize for Israel. It is among the region's highest Moslem states and is struggling to contain the rise of militant Islam. It is a Nato mem-

ber with the most powerful Middle Eastern army after Israel's. It is the region's only other democracy. The two countries share a common enemy in Syria, which Turkey accuses of supporting the Kurdish Workers party.

Turkey values Israel's lobbying machine in the US and Europe. Israel has no human rights legislation restricting arms exports. Turkey has few friends in the Arab world. It is still resented as the successor of the Arabs' Ottoman rulers, scorned as an ally of the west and berated for diverting the waters from Syria and Iraq of the Euphrates and Tigris to irrigate its arid south-eastern farmland.

Set beside this, the small time dipolomy of cultural exchanges, scholarships, twin cities and business conventions seems trivial. But winning hearts and minds is vital for Israel in its struggle for acceptance in a hostile environment and for Turkey trying to overcome growing international isolation.



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NEWS DIGEST

Serbs attack peacekeepers

Scandinavian and Polish peacekeeping troops in Bosnia were attacked yesterday by a mob of about 200 Serbs hurling stones and petrol bombs near the northern town of Doboj. Nato spokesman in Sarajevo said.

A civilian bus caught fire but no peacekeepers were injured. The crowd was demanding the removal of a checkpoint from a bridge about 3km north of the Serb-controlled town.

Officials of the Nato-led force, SFOR, said the checkpoint was set up to prevent the movement of armed Serbs along the road to Prnjavor. Police loyal to Biljana Plavšić, the Western-backed Bosnian Serb president, on Sunday seized a police station in Prnjavor from forces supporting her hardline nationalist rival, Radovan Karadžić.

Doboj remains under the control of Mr Karadžić, the former Bosnian Serb president indicted for war crimes, who wields power covertly from his base in Pale in eastern Bosnia.

Guy Dimmore, Belgrade

■ HAMBURG ELECTION

'Red-Green' coalition move

Leaders of Hamburg's Social Democratic party have proposed Ortwin Runde, a left-winger, as candidate for governing mayor, increasing the chances that the city state's next government will be a coalition of SPD and environmental Greens. Mr Runde has been a strong advocate of a Red-Green coalition for many years, in contrast to the outgoing mayor, Henning Voscherer.

Mr Runde, 53, was finance senator in the government led by Mr Voscherer, who announced his resignation as party leader and mayor after the SPD's poor showing in Sunday's state election.

A party congress will be asked on Friday to approve Mr Runde's appointment. He is expected to win after the leadership backed his nomination with a majority of 14 to five.

Peter Norman, Bonn

■ RUSSIAN ECONOMY

Yeltsin may stress state role

President Boris Yeltsin will today deliver a rare address to parliament in which Kremlin aides say, he will lay out a new blueprint for Russia's economic development.

Newspapers have been feverishly speculating about the contents of the speech, which is believed to include calls for a reassertion of state discipline in the economy. Mr Yeltsin has recently given strong public backing to his two young first deputy prime ministers, Anatoly Chubais and Boris Nemtsov, who favour the development of a liberal, competitive economy. But these ministers have come under a barrage of fire from bankers and opposition leaders who have called for greater state support.

Kremlin sources were hinting yesterday that Mr Yeltsin would stress the state's central role in establishing the ground rules for competition. Speaking in Hong Kong yesterday, Mr Chubais said the Russian state needed to reinvent its role to complete the country's move towards a free market economy.

John Thornhill, Moscow

■ SPAIN AND EMU

Maastricht target in sight

The Spanish government is increasingly confident of meeting its budget deficit target this year - the main hurdle remaining in its campaign to qualify as a founder-member of the European economic and monetary union - without resorting to last-minute adjustments. Jose Folgado, state secretary for the budget, said yesterday that it should "easily" fulfil the Maastricht treaty's requirements on the basis of its performance in the first eight months of the year.

The central government deficit to the end of August fell 36 per cent to Pta1,266bn (\$8.6bn) in national accounts terms. This was 1.7 per cent of annual gross domestic product, a full percentage point less than at the same stage last year, according to the economy and finance ministry. The government needs to keep this part of its deficit - which excludes social security, regional or local authorities - to a maximum 2.5 per cent of GDP for the whole year to achieve an overall shortfall of no more than 3 per cent, the target for monetary union.

Mr Folgado said the reduction reflected higher government revenues, while expenditure was running according to plan.

David White, Madrid

■ ROMANIA PRIVATISATION

Airline stake to be sold

The Romanian Senate yesterday passed a bill allowing the restructuring and privatisation of the state airline, Tarom. Under the bill, which confirms an earlier government decree, the 70 per cent state currently held by the State Ownership Fund (SOF) will be sold, with the state retaining a golden share.

Tarom lost \$24m (\$16m) last year and \$13m in the first six months of this year. It suffers from poor maintenance, sales structures and catering. Its problems are made worse by the fact that it relies on a wide range of aircraft.

The government announced yesterday that the airline will be placed under the transport ministry, which has announced that 250 of the 3,300 staff are to lose their jobs next month. Over the next two years, it plans to improve the airline's fleet with new purchases in the West, including eight Boeing 737s.

Anatol Lieven

■ SWEDISH ECONOMY

Bank foresees low inflation

Sweden's central bank yesterday predicted that inflation would remain low in spite of steady growth in GDP over the next three years.

The Riksbank quarterly inflation report said inflation would average about 1 per cent this year and 2 per cent in 1998, before accelerating in 1999.

At the same time, the bank forecast that GDP would grow at 2 per cent in 1997 and 3 per cent in 1998 and 1999. The relatively bullish outlook on inflation and GDP growth was accompanied by confirmation that interest rates were unlikely to be altered soon.

Nevertheless, some analysts said rates may be forced up in the first quarter of 1998 to match rises by other European central banks.

Tim Burt, Stockholm

■ TURKISH ECONOMY

Debt growth held

Turkey's domestic debt stock fell 1.4 per cent in the first eight months of the year, the government announced yesterday. The debt, which had spiralled upward rapidly since 1994, when public finances deteriorated and the treasury was shut out of international capital markets, dipped to \$29.75bn in August.

Analysts said lower interest rates and longer maturities achieved by the new secularist government helped hold down growth in the debt stock. The government's success in returning to foreign capital markets for its funding requirements has also reduced pressure on the narrow local financial system, where real interest rates fluctuate between 20-50 per cent a year in real terms and maturities range from 100-360 days.

Last week Turkey raised \$600m with a 10-year Eurobond issue and plans to borrow a further \$900m by the end of the year.

John Barham, Ankara

NEWS: EUROPE

Estonian banks thrive in new economy

John Thornhill finds a heaven for bankers on the Baltic

Estonia: banking boom



If bankers go to heaven, they might find the nameplate "Estonia" hanging from the pearly gates.

A country that was virgin banking territory until six years ago, where the economy is growing at 11 per cent a year and banking assets are expanding even faster must be counted the very stuff of banking heaven. A well regulated, open, trading economy boasting a rock-solid macroeconomic environment and little foreign banking competition only adds to the former Soviet state's appeal.

It is little wonder that Estonia's banks have thrived, as shown in the startling rise in their profits and share prices over the past year. They have plunged rapidly into corporate, retail, telephone, and even internet banking. They are also expanding into the other Baltic states, Latvia and Lithuania, and are reviving links with Russia.

Indrek Neivelt, chief executive of Hansabank Estonia, the biggest in the Baltic region, says his bank has had the advantage of starting from a clean sheet which has enabled it to create an cost-efficient banking

structure and introduce state-of-the-art technology.

He says the local banks do not fear the greater competition that would follow the country's probable admission to the European Union early next century. He believes they would be more than a match for the few European banks wishing to move in.

"Our bank has not been burdened by the big bureaucracy and branch networks that are problems for foreign banks. In some respects we are already more advanced than banks in Britain," he says. Hansabank is now planning to sell some of its proprietary banking software within the EU and offer consultancy services to other banks in eastern Europe, he adds.

Three local banks dominate the Estonian banking sector, accounting for roughly three-quarters of the total market. Hansabank, the Union Bank of Estonia, and the Estonian Savings Bank, probably also rank as the three biggest in the entire Baltic region. Hansa estimates total bank assets in Estonia amount to \$1,403 per capita compared with \$951 in Latvia, and \$443 in Lithuania.

Jurgen Lamp, marketing director of the Union Bank of Estonia, says his bank has succeeded in forging a common culture enabling it to compete far more aggressively in the market. "Our job is to make customers rethink the myth about Hansabank. The banking market is shifting from corporate banking to private individuals and all the banks are going to have to compete

on client services," he says.

When it comes to attracting retail deposits, the Estonian Savings Bank would appear to have a strong advantage with a national network of some 220 branches and the most ATM machines. It has also been broadening its expertise in retail services following the acquisition of the Estonian Insurance Company, the largest life and non-life insurer in the country.

But some economists fear this escalating competition combined with a developing consumer boom could lead to rash lending policies. This will leave the banks vulnerable if conditions turn sour and the current account deficit runs out of control.

Herko Pajula, economist at Price Waterhouse, argues that as Estonia's bigger companies begin to gain direct access to domestic and international capital markets, the banks will be forced to lend to riskier sectors of the economy, particularly real estate. At present, the banks' bad loans account for just 2 per cent of their total portfolios, but Mr Pajula suggests the extremely low figure may reflect the benign economic climate more than the inherent quality of their loans.

The Bank of Estonia, the central bank, appears well aware of the dangers, and is demanding banks raise their capital adequacy ratios from 8 per cent to 10 per cent while making more generous provisions for bad loans.

"There is no doubt that the banking sector would be in the front line of troubles if there was a problem with the current account deficit,"

says Peter Lohmus, deputy governor of the central bank.

"But we have been preparing the banks to face the problems if problems do arise."

This is the last in a series on banking in central and eastern European countries preparing for European Union membership. Previous articles covered the Czech Republic, Poland, Slovenia and Hungary.

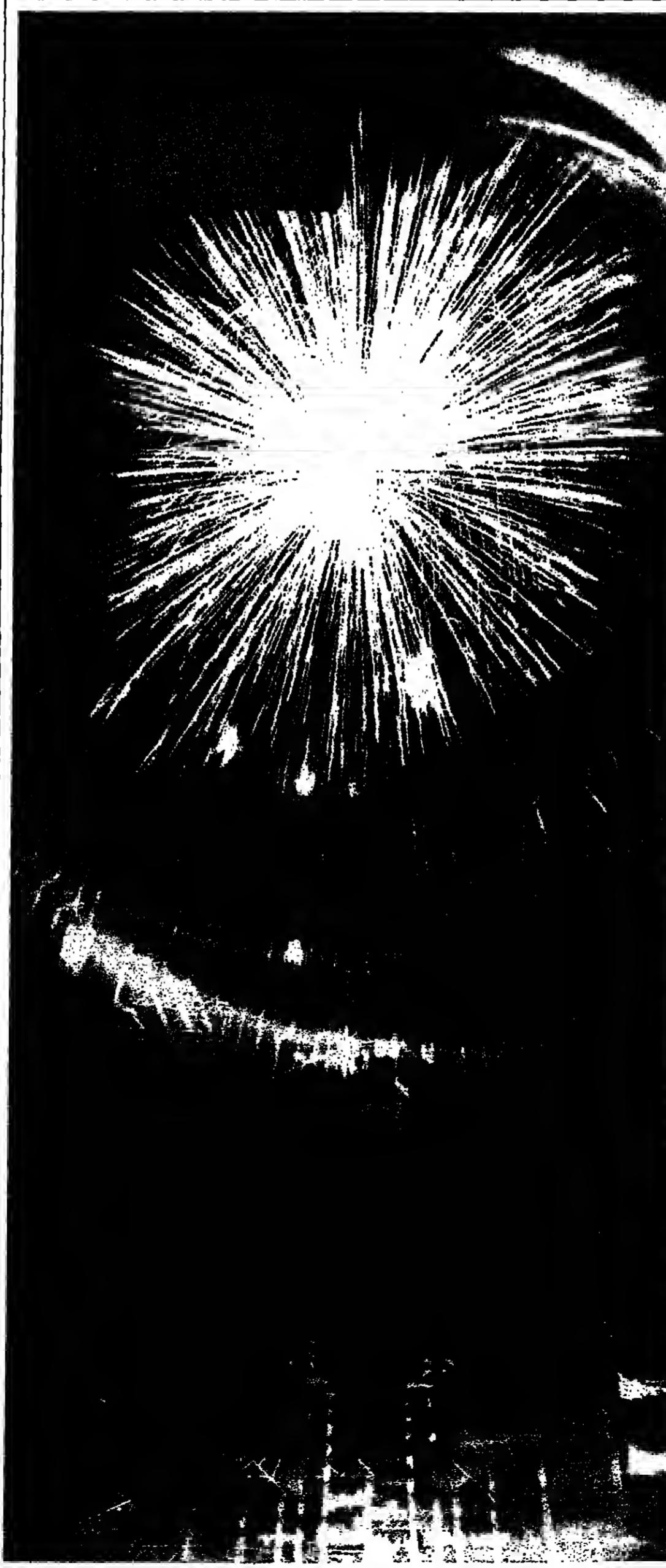
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NEWS: WORLD TRADE

Japanese resist US air demands

By Nancy Dunne
in Washington and
Our International Staff

The US and Japan yesterday held talks in an effort to reach agreement on opening their aviation markets by a September 30 deadline.

The third round of negotiations cover cargo and passenger flights. Japanese negotiators said that Washington had put forward "excessive" demands over the number of new flights for US carriers. "The US side demanded more than it did in the second round of talks in late August," the negotiator said.

Washington is now asking for more than 100 new flights a week for US carriers in exchange for Tokyo's demand to allow All Nippon Airways (ANA) greater liberty in trans-Pacific flights.

Under a 1982 aviation treaty, Northwest, United Airlines, Federal Express and Japan Airlines were granted special flight privileges, and Japan has been asking for the same treatment for ANA.

At unofficial talks earlier, Washington demanded 91 new flights and Japan said it could only allow 21 flights, a cut from its earlier offer of 70 flights. Japan also reiterated a rejection of the US "open skies" proposal to fully deregulate civil airline flights, although the US side insisted "open skies" should be the final goal of the aviation talks. "If they can resolve three or four outstanding issues, they will do a deal this week," said one source close to the talks. "US officials know the political pressure is only going to mount if they delay. The Japanese are also keen to secure a deal."

Having agreed to do less than an "open skies" pact - which would have eliminated restrictions on routes, capacity, pricing and entry -

UK seeks help for banana producers

By Alison Maitland

The question is how much will each side concede on the remaining critical issues.

Federal Express is expected to be one of the big winners from the pact, as Tokyo has indicated that it will agree to give it "beyond rights" to Asia. These "fifth freedom" rights would allow FedEx to land in Japan and fly on to other countries.

The US is demanding reiteration of "beyond rights" for United and Northwest, which has already been granted in the 1982 pact. Tokyo is insisting on a numerical cap on flights beyond Japan. This is a vital demand for the US government because it would give something to Northwest, which has been opposing a deal that is less than "open skies". Northwest has drawn support from four important Senate committee chairman: Jesse Helms of the foreign relations committee, Ted Stephens of appropriations, William Roth of finance, and Alfonse D'Amato of the banking.

Another major issue is code sharing. It is believed that American and Japan Airlines will link up in a code-sharing deal and All Nippon Airlines will link up with United. The US is arguing that to promote competition US airlines must be allowed to code share with airlines from third countries.

The third area of critical disagreement is over slots. The US is arguing that it is not enough to get increased flights in and out of Japan. They want the slots specified at various airports. In the past, they say, they have been allotted "phantom rights" which never materialised into commercial opportunities.

The talks come at a time of rising US trade deficits with Japan, and President Bill Clinton is being urged to take a tough stand.

Editorial Comment, Page 13

EU to consider ban on shipyard aid

By Guy de Jonquieres

The European Commission will consider next month proposals by Mr Karel Van Miert, the competition commissioner, to outlaw most state aid to the EU shipbuilding industry after the end of next year.

The proposals are broadly supported by Mr Martin Bangemann, the industry commissioner, but are expected to spark controversy with other commission members and in the Council of Ministers, which is due to discuss them in November.

The package of measures would commit the EU to implementing unilaterally many disciplines provided for in a draft treaty on shipbuilding subsidies negotiated by members of the Organisation for Economic Co-operation and Development.

The treaty was due to come into effect at the start of last year but has been thrown into doubt because the US Congress has failed to ratify it.

The other signatories - the EU, US, South Korea and Norway - have done so, but it will only take effect if

all endorse it.

Mr Van Miert's most radical proposal is a crackdown on operating aid, which accounted for Ecu5.5bn (\$5.55bn) of the Ecu35bn in subsidies paid to EU shipyards in the first half of the 1990s.

The competition commissioner wants to prohibit from the year 2000 all contract-related aid - subsidies helping European shipbuilders compete for orders - which is not covered by OECD export credit rules or

does not take the form of assistance to developing

countries. Restructuring aid, which totalled Ecu4.5bn between 1990 and 1995, would be subject from 1999 to stricter disciplines, including tougher monitoring and a requirement that recipients could not benefit more than once.

Aid for investment would be limited to support for innovation, research and development and environmental protection programmes. Rules for aid for shipyard closures would also be tightened.

The Commission is discussing whether to permit

subsidies, in exceptional cases, to enable EU shipyards to compete with "dumped" exports by Asian rivals. The European industry is pressing for such protection, but some EU officials fear it could be abused.

Mr Van Miert wants his proposals to take effect at the end of next year, if the OECD treaty is not in force by then. The EU's existing shipbuilding subsidies regime, due to expire at the end of this year, would be extended on an interim basis until then.

Editorial Comment, Page 13

WTO gets a vote of confidence

Trade body can take a bow after chalking up a 'century', says Frances Williams

Recent harsh criticisms of the World Trade Organisation in the wake of rulings against the European Union on hormone-treated beef and on bananas come at a time when the WTO would seem to have every reason to congratulate itself.

Last month it received the 100th request for consultations under its dispute settlement system, banding in its 20-year life a third as many cases as Gatt, its predecessor, dealt with in nearly 50 years. Most trade diplomats in Geneva see this as a vote of confidence.

"The WTO is seen as offering a way of resolving disputes and countries are making use of it," says Wade Armstrong, New Zealand's WTO ambassador, who is this year's chairman of the dispute settlement body.

The 100th case, filed shortly before Franz Fischler, EU agriculture commissioner, slammed the WTO for "lack of democratic control" after the hormones ruling, was actually a complaint from Brussels over a US ban on European poultry products.

The 101st case was brought this month by the US over Mexican antidumping action on US corn syrup.

Indeed, the two biggest traders, the EU and the US, have been by far the biggest users - and beneficiaries - of the system. Washington

has brought 35 cases, a third of the total, while defending 20. The EU has brought 21 cases compared with 14 complaints against it.

Similarly, while Caribbean banana growers have accused the WTO of serving the interests of big business against poor developing nations in the "blind pursuit of free trade", poorer countries are making far more use of the WTO than they ever did of Gatt. Their complaints are often directed against each other, but also against the leading traders.

What is more, they are winning and - in contrast to what happened under Gatt - the decisions are enforceable. Costa Rica and India have both won against the US on textiles and this resulted in the removal of the disputed import quotas. Washington is implementing a decision on rules governing cleaner petrol after losing a case brought by Brazil and Venezuela.

If these countries bad to negotiate bilaterally with the US for redress, "they wouldn't get very far", says John Weeks, Canada's WTO ambassador.

And both Japan and the EU have eased their bilateral relations with the US by removing the threat of unilateral action under Section 301 of US trade law.

Sir Leon Brittan, EU trade commissioner, made the

Leading complaints

Number of complaints



same point this month, saying the body's credibility.

Reluctance to stir up anti-WTO sentiments in the US Congress was one reason for the EU's decision earlier this year to suspend its WTO complaint against the US Helms-Burton anti-Cuba legislation, to give more time for a bilateral settlement by next month.

But the system's defenders maintain that Helms-Burton is a special case, reflecting peculiar political circumstances in the US, and should not be seen as a test by which the WTO succeeds or fails, whatever the eventual outcome.

Some critics argue that the system is working only because the big traders have managed so far to keep their most explosive disputes out of the WTO. They fear that rejection of a WTO decision by an important member would fatally undermine

Jamaica's WTO ambassador, who was involved in the banana dispute. "The process has become far too litigious."

Critics argue that this favours a US-style approach to disputes, giving the US and other leading traders backed by strong teams of lawyers extra clout in the panel process.

The closed-door proceedings, and lack of automatic access by outside lawyers and other experts, have also raised concerns.

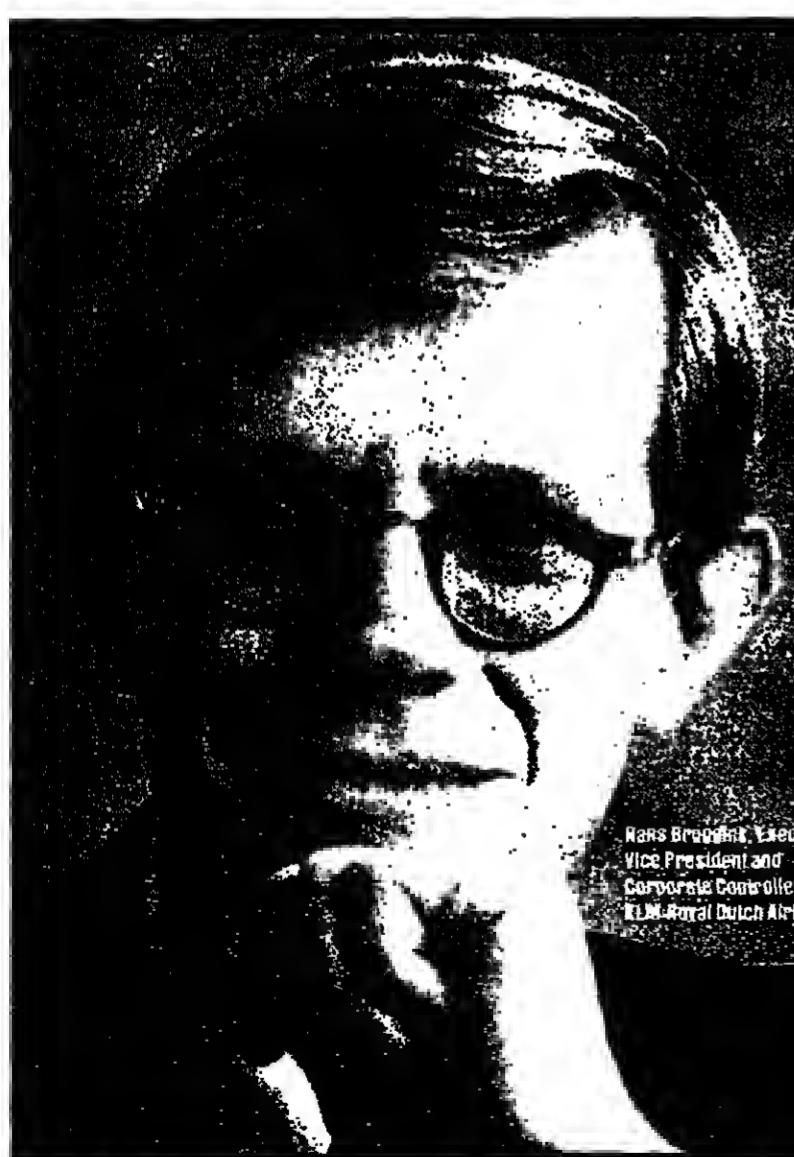
Others take a more sanguine view. "The system is becoming more juridical but it is not excessively legalistic," says Mr Weeks. "You can't make the system work without a clear framework of rules to resolve disputes." Even after a formal ruling, countries are free to reach a negotiated settlement.

At the same time, there is a general admission that the rules are not always as clear as they might be and that legal interpretations of some rules - such as those on food safety standards - may not reflect what trade negotiators intended when they drafted them.

Experience of the dispute settlement system "is going to affect the way people negotiate the rules in future because governments will want to spell them out more clearly," Mr Weeks says.

"It's going to set part of the next negotiating agenda."

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The primary responsibilities of the Investment Advisory Services Provider (IASP) will be to act on behalf of IDCOL to process applications received from sponsors of infrastructure sub-projects in Bangladesh, conduct appraisal and due diligence on such proposals, provide appropriate analysis and recommendations for making loan decisions, and negotiate and finalise various documentation with sponsors, co-financiers and other stakeholders. The IASP will also be responsible for disbursement of IDCOL funds and the supervision and monitoring of sub-projects' implementation as one of the lenders to the sub-projects. In the initial phase, the IASP will be responsible for defining and establishing various operational guidelines for the IDCOL and preparing the ground for its sustained good performance in financing private infrastructure projects. The IASP is expected to be an internationally reputed firm, consortium of firms, and/or individual consultants having necessary project financing expertise and the ability to evaluate and appraise energy and infrastructure projects and provide professional analysis and recommendations to IDCOL. Prior experience with this type of work in developing countries is mandatory for eligibility and regional experience in South Asia is desirable. The IASP contract will be for an initial period of three years. The contract will be fee based and will consist of overhead fees, retainer fees and incentive fees for performance.

SUBMISSION PROCEDURES

In order to be eligible for shortlisting, interested firms must submit expressions of interest within 30 days of the publication of this advertisement. Since firms or consortiums will be short-listed on the basis of their ability to meet the requirements of the Terms of Reference (TOR) and render required services, the letter should inter-alia provide a summary of the firm/consortium's international experience in similar type of work, especially developing country experience and South Asia in particular; the number, nature and scope of infrastructure project financing assignments or transactions handled, the business turnover and the qualifications and experience of the principals of the firm/consortium. Firms/Consortiums short listed will be invited to submit detailed technical and financial proposals by a date to be specified later. Interested firms may contact IDCOL to obtain the TOR. Letters of interest should be delivered or sent by facsimile to the following:

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Infrastructure Development Company Limited
c/o Economic Relations Division, Block 16, Room 3
Sher-e-Bangla Nagar, Dhaka, Bangladesh
Tel: 880 2 811971 and Fax: 880 2 811660

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NEWS: THE AMERICAS

More international companies list as US investors eye prospects abroad

NY exchange sees wider horizons

Richard Grasso looks a little smug. Large international companies are lining up to list on the New York Stock Exchange, where he is chairman and chief executive.

Hoechst, the latest, comes today, taking the total number of foreign listings up to 326 - nearly 100 more than at the beginning of 1996.

With a bit of luck, he thinks that figure could rise to as high as 600 by the year 2000.

Contrast this with the experience of the Tokyo Stock Exchange. Two weeks ago, it announced plans to ease listing requirements and costs in an attempt to check the outflow of foreign companies - a move that was promptly followed by news that Chrysler and Anheuser-Busch had both had enough.

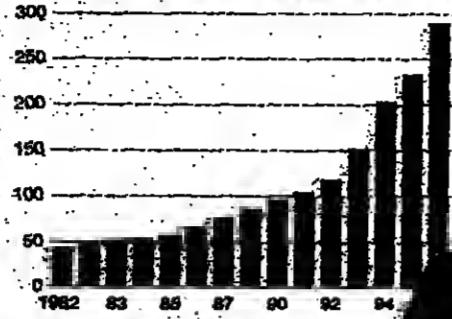
What is going on here? Mr Grasso says that a sea change in the US financial markets is under way - a move which he has compared in importance to the financial revolution the US experienced around 100 years ago when modern industrial enterprises started to take shape.

American portfolio investors are discovering a wider world. According to Mr Grasso, their holdings of foreign equities have doubled in the last five years and will double again in the next five. In cash terms, that will represent an extra \$750m (£470m) or more in the next five-year period.

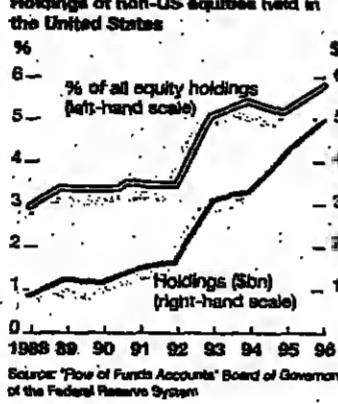
This shift is having a big

Sea change on Wall St

Numbers of non-US companies listed on the NYSE



Source: New York Stock Exchange



Source: Flow of Funds Accounts, Board of Governors of the Federal Reserve System

Impact on trading activity

In 1991, purchases and sales of non-US equities on the NYSE, the American Stock Exchange and the Nasdaq over-the-counter market

totalled \$267bn, a figure which had multiplied nearly four-fold by last year.

Non-US trading volume amounted to nearly a tenth of total volume traded on the NYSE in 1996.

Until quite recently, US investors were happy to keep most of their money at home.

But their horizons are being extended by the rapid growth of emerging markets

and the massive wave of privatisations around the world.

Ofters for sale of telecom companies have been particularly important, says Mr Grasso: they provide investors with a readily understandable entry vehicle into the

international marketplace. Institutional investors are now moving their holdings of non-US equities up to about 15-20 per cent of their portfolios.

That would still leave with them with a lot of room for further expansion: the US accounts for only around a fifth of world gross domestic product and for well under half of the total value of the world's equity markets.

So a US listing has become more than just a public relations exercise. Over half the foreign arrivals in 1996 came by way of an initial public offering, raising a total value of \$8.4bn. Other newcomers want to raise their financial profile in the US to support their business activities there.

Mr Grasso, who has worked at the NYSE for 23 years and is the first person in its history to rise from the ranks to the top job, says it is important not to create unrealistic expectations in the minds of issuers before they arrive. He might have added that Tokyo is now paying the price for doing just that.

All this represents a big business opportunity for the Stock Exchange, which currently lists nearly 3,000 companies.

Mr Grasso says that there are only around 700-750 US companies which meet the NYSE's listing requirements and are not already trading on the exchange. If he got them all to sign up, the market's total value would rise by less than 10 per cent.

By contrast, 2,300 or more foreign companies meet the listing requirements. If the NYSE could persuade the largest third of these to sign up, its market valuation would rise by more than two-thirds. These companies can expect a call from Mr Grasso, if they haven't had one already.

In order to make itself more global in character, the exchange has committed itself to trading in decimals rather than fractions over the next few years.

The Securities and Exchange Commission has been helpful in lowering some of the more rigid barriers to foreigners. The hope is that the SEC and the International Accounting Standards Committee will be able before too long to agree on a common accounting format for all issuers, regardless of origin.

That, thinks Mr Grasso, would open the floodgates.

Exchange officials talk hungrily about a world a few years hence in which their market will be trading on a global clock, in global currencies and in international securities other than today's American depository receipts. This is the optimistic language of a long bull market.

Yet with Hoechst, Veho, and a string of other large international companies coming down the track, Wall Street is certainly becoming a much more cosmopolitan district.

Richard Lambert

NEWS DIGEST

Move to speed internet viewing

A solution to congestion on the internet, which has slowed down viewing of many web sites to a crawl, is in prospect after the announcement of a new way to broadcast data simultaneously to many users.

The service - launched yesterday by UUNet, a subsidiary of WorldCom - is designed to improve the efficiency of publishing over the internet.

It is the latest example of the convergence between the varying forms of media and communications networks, as internet companies try to combine interactive personalised content and efficient mass distribution.

The UUNet offering, which is targeted at business customers wishing to improve the efficiency of data communications between their offices, is the first "multicasting" service commercially available over the internet.

Its service is part of a broader effort by the internet industry to cope with bandwidth traffic, which is doubling in volume roughly every 90 days as more users join the internet and web sites increase in number and complexity.

Nicholas Denton, San Francisco

■ BRAZIL

Resignation blow for Cardoso

The crisis in President Fernando Henrique Cardoso's Brazilian Democratic party (PSDB) has deepened with the resignation from its national executive of Sérgio Motta, the communications minister and one of the party's most formidable political heavyweights.

The news is a further blow to the party's hopes of strengthening its position in next year's presidential, congressional and gubernatorial elections, and will add to worries that progress will continue to be slow on long-awaited constitutional reforms.

Mr Motta left the party leadership after it refused to overturn the affiliation of Nilo Coelho, a federal deputy from the state of Bahia and a long-standing political opponent of Mr Motta.

The PSDB has 100 out of 318 federal deputies in Congress.

■ PERU

Electricity auction delayed

The Peruvian government has postponed the auction of two regional electricity companies while it redrafts legislation to stop any new private owner-operator acquiring a dominant position in the market.

The recent merger between Endesa of Spain and Chile's Eneris means the new company, Eneris, now owns a large stake in the Lima electricity distributor Edelnor as well as in a prominent generator, Edigel. It is a situation that privatisers had hoped to avoid.

The regional companies, Egesa and Egesur, whose sell-off as one unit at public auction has been scheduled for September 30, have combined capacity of 218MW. Situated in the south, they comprise a number of separate plants, both hydro and thermal.

Half a dozen companies were expected to bid, including some of the Chilean energy companies which have already acquired a big stake in Peru's power business.

Electricity tariffs have risen sharply since privatisation, although coverage has expanded and service has improved.

Sally Bowen, Lima

Bank of Mexico talks the soaring peso down

By Leslie Crawford in Mexico City

The Mexican currency weakened yesterday after the Bank of Mexico signalled concern that the strong peso was hurting exporters.

Late on Monday, after the peso had reached its strongest level against the dollar this year, the central bank announced technical changes to the way it manages the money supply which will allow it

to combat unnecessarily high interest rates and the continued appreciation of the peso.

The announcement led to a sharp fall in the value of the peso, which traded at 7.77 to the dollar yesterday against 7.73 on Monday.

Exporters have complained for many months that the strong peso, buoyed by record inflows of foreign investment, was hurting competitiveness. In July, Mexico recorded

its first trade deficit since the devaluation in December 1994.

Central bank officials said they had waited until after Mexico's July elections to introduce a more flexible monetary policy, to avoid charges of pumping the economy to win votes for the ruling Institutional Revolutionary party. The Bank of Mexico has been sensitive to such accusations since the 1994 presidential election, which was

preceded by a strong expansion of credit that ultimately brought about the currency's collapse.

In its announcement on Monday, the bank said it was giving itself leeway to leave the money market long on liquidity to confront inflation.

With the elections past, and inflation on a downward trend, the bank said it could again send signals that interest rates should fall.

However, central bank officials said they would only loosen credit if interest rates appeared to be out of sync with the exchange rate, if inflation fell faster than anticipated, or if there was an undue appreciation of the peso. None of these conditions held today.

The bank stressed that its overriding concern remained the fight against inflation, now below 1 per cent a month.

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NEWS: INTERNATIONAL

Panic and confusion over Algiers killings

Roula Khalaf tries to unravel conflicting theories after one of the country's worst massacres

Panic gripped the Algerian capital yesterday as the government confirmed that more than 55 civilians had been slaughtered on Monday night in an Algiers suburb. It was one of the worst massacres in the country's five-year conflict.

Some reports put the death toll at closer to 200. The massacre took place in Bentahar, near the popular neighbourhood of Barakli. As in many other cases, the victims were mostly women and children. Reports described an elaborate operation in which one group laid mines and traps before a second group carried out the killing.

The worst massacres appear to be taking place on the outskirts of the capital. On August 31, nearly 100 people according to the official toll - or more than 200, according to independent sources - were killed in Sidi

Rais, a village about 30km south of the capital. Two weeks ago, the violence moved closer, near to Beni Messous, an Algiers suburb only 10km from the centre where more than 50 people were estimated to have died.

Last weekend, over 40 people were reported killed in Medea. The attacks coincide with stepped up security operations against hideouts of extremist Islamist groups.

Even by Algeria's standards, the massacres of civilians have stunned a nation living in crisis since 1992, when elections about to be won by Islamists were cancelled by the army.

Amnesty International, the human rights pressure group, yesterday called on all those involved to stop targeting civilians immediately, noting that survivors have complained that security forces often stationed

nearby, have not intervened to stop the killing.

Amnesty has called on the Algerian authorities to take concrete measures to protect the civilian population and ensure that independent investigations into the massacres were carried out.

The Algerian government rarely comments on massacres and the official press only reports the big slayings. Security information is tightly controlled, and local reporters have difficulty independently checking reports.

The government blames most of the violence on the FIS - the armed Islamist groups - on which little information is available, but which is believed to have splintered from the Islamic Salvation Front (FIS), the banned party which was set to win the 1992 elections. The FIS has condemned killings of civilians and says its

armed wing, the Islamic Salvation Army, only targets the military.

But the lack of information and the surge in violence have been fuelling conspiracy theories about the massacres, all fiercely rejected by the government.

Some opposition parties repeat claims often made by the FIS that the GIA is manipulated by factions in the ruling establishment, and that security forces are deliberately not intervening to stop the killings.

Diplomats say that at least some of the recent massacres were targeting families of men who had been active in the FIS. This was the case in Sidi Rais, for example. In the weekend massacres in Medea, Algerian newspapers reported the victims had helped the GIA. Government officials say, however, that GIA groups have turned against each other and that the FIS armed wing is also

denied any deal. Other observers have said that the GIA might be stepping up its attacks to sabotage a potential deal with the FIS.

Algerian officials resent the accusations and say that the latest massacres are "a new twist" by Islamist extremists to which security forces are not accustomed.

They also say that security forces cannot be expected to protect civilians in isolated hamlets in rural areas south of Algiers.

In a country where rural populations have been given arms to protect themselves, some opposition parties have alleged that reprisals and family vendettas can explain some of the violence. The Algerian government rejects claims that civilian militias could be involved and say they are strictly instructed not to engage in attacks.

As the violence reaches closer to the capital, Algiers residents are becoming convinced that they have to protect themselves. In recent weeks, they have been buying night watches and arming themselves with axes and knives.



Massacres in Algeria: some of the worst

Aug 7 Suspected Muslim guerrillas massacre 51 civilians in attacks in Algiers and Medea province

Aug 27 Guerrillas, thought to be Muslim guerrillas, kill more than 70 people in villages south of Algiers

Aug 32 Muslim guerrillas, armed with swords and guns, kill more than 80 villagers in two attacks south of Algiers

Aug 25 Muslim rebels kill more than 100 people in a series of massacres over three nights in Bleda province

Aug 22 Suspected Muslim guerrillas kill 64 people and kidnap 15 young women in Sidi Reis, Bleda province

Aug 25 About 100 people killed in massacres in Bent All area, south of Algiers over two nights

Aug 31 Muslim rebels kill 88 people and wound 120, mostly women and children, in Sidi Reis, Bleda province

Sep 6 Sixty people estimated to have died in massacre at Beni Massous, 10 km from centre of Algiers

Sep 22 Suspected Muslim rebels kill at least 85, wound 67 in Beldi district of Algiers

UK calls for new Security Council

By Laura Silber, Michael Littlejohns and David Buchan in New York

Britain's Labour Government yesterday put its weight behind reform of the United Nations, calling for Germany and Japan to join an expanded Security Council.

Robin Cook, UK foreign secretary, called for a "United Nations that is efficient, representative and properly funded", so that the organisation could play a "bigger role than ever before".

In a clear reference to the US, which owes an estimated \$1.6bn to the cash-strapped UN, Mr Cook said member states must pay their outstanding dues.

"It is not equitable that some members pay their contributions while others do not. Britain pays in full and on time," Mr Cook said in his first address to the General Assembly.

Britain joined the push for decisive action on UN reform, including expansion of the Security Council, whose permanent members are limited to the five major victors of the second world war.

"We all agree that what was appropriate in 1945 is not what is right in 1997," said Mr Cook. In addition to calling for Germany and Japan to join

the Council, he said the Council's membership should be expanded to include bigger developing countries, though he mentioned none by name. "There should be a balance between developed and developing countries in a modernised Council," he said.

Speaking as current president of the EU, Jacques Poos, Luxembourg foreign minister, was unable to outline any common position on Council reform because of divisions on the question among the members, especially the Italians.

In a swipe at the US and other substantial debtor states, Mr Cook said EU members funded 35 per cent of the UN's regular budget, and "have always honoured their financial obligations promptly, fully and unconditionally. Britain expects every country, however large or however small, to do the same".

Although declining to publicly endorse German and Japanese claims to permanent membership, the UN secretary general, Kofi Annan, is known to favour their entry because it would be an inducement to increase their contributions to the UN budget.

By John Riddings and Robert Chote in Hong Kong

The divide between rich and poor nations is widening, posing a threat to the prosperity of the developed world, Li Peng, China's prime minister, warned yesterday.

"The unjust and inequitable international economic order still puts interests of the developing countries in harm's way," Mr Li told the opening session of the IMF/World Bank meeting in Hong Kong.

"The prosperity and afflu-

ence of a small number of countries cannot last long on the basis of poverty and backwardness of the majority countries."

James Wolfensohn, the World Bank president, echoed this theme, arguing that "inclusion" was the most important development theme of our time.

Mr Wolfensohn told the

session that the World Bank should be more selective in allocating its resources, concentrating lending on countries that had good policy track records and that had tackled corruption.

Mr Li predicted China would become a "prosperous, democratic and culturally advanced society" by the middle of the next century. He said the rise would be helped by Hong Kong, which was set to play an increased role in the modernisation of the mainland.

China's rise, said the premier, was part of a broader emergence of the developing

world. "The rise of the developing world is a far-reaching event. It has smashed the monopoly of world affairs by a few countries and lent a powerful push towards a multi-polar world," he said.

But sustainable development would require the observance of six principles, according to Mr Li. These included respect for different national conditions, non-interference and assistance to developing countries.

"After the end of the cold war, some people no longer regard development as a crucial issue," he said. "Developed countries in particular

should adopt effective measures to meet their pledges of providing funds and technical assistance to the developing countries."

While Mr Li did not mention China's bid to join the World Trade Organisation, his warnings echoed Beijing's position that the US and other trading partners should not make "unreasonable demands" of a developing country.

"The developing countries are equally entitled to participate in the making of decisions and rules affecting the international economy," he said.

Plea to keep houses in order

By Robert Chote

Countries have a responsibility to keep their economic houses in order, because the effects of failure can spread to innocent neighbours with sound policies; the International Monetary Fund said yesterday.

Michel Camdessus, the IMF's managing director, said the larger an economy was, the greater the responsibility it had to pursue sound policies.

"No country should accept the risk of going down in history as one that triggered a domino effect," he told the IMF's annual meeting.

The managing director outlined a favourable outlook for the world economy, but warned that "we do not need to look very far to find problems that stand in the way of our objective, namely high-quality growth".

"China is after all for ever and that seems a very long time to me," he said. "I don't really understand the hurry."

Nonetheless, it would be prudent to assume that China will go ahead in spring next year among at least a core group of countries, he said. He noted that the UK government had not definitively ruled out joining in the first wave, but that it had pointed out the "formidable difficulties" in the way of participating from day one.

NEWS DIGEST

Iran, Turkey restore ties

Iran and Turkey have agreed to restore top-level diplomatic relations after they recalled their ambassadors in a row earlier this year, the official Iranian news agency IRNA reported yesterday.

It said the agreement was reached at talks between Kamal Kharrizi, Iran's foreign minister, and Ismail Cem, his Turkish counterpart on the sidelines of the UN General Assembly in New York.

"The foreign ministers of Iran and Turkey on Monday agreed to further broaden bilateral co-operation and upgrade diplomatic ties to ambassadorial level," IRNA said. They "also agreed to reactivate committees dealing with economic and political co-operation," it added. "The Turkish foreign minister said Ankara was determined to further strengthen relations with Tehran and exchange ambassadors in the immediate future," it added. Ankara and Tehran were involved in a diplomatic row in February when Iran's ambassador made remarks interpreted by Turkish media as a call for introduction of Islamic sharia law in secular Turkey. Reuter, Tehran

LABOUR SAFETY

ILO prepares logging code

The International Labour Organisation is hoping to cut the toll of deaths and injuries among the world's 3m forestry workers with a new code of practice covering safety, productivity and environment-friendly logging practices.

Experts from 10 leading timber producing countries, including Brazil, Canada, the Czech Republic, Sweden and the US, yesterday began a week-long meeting to discuss the draft code before it goes to the ILO's governing body for approval.

Forestry, along with mining and construction, is one of the most dangerous sectors to work in, with two to three times more accidents and deaths than the industrial norm, according to the ILO.

Thousands of forest workers die or are injured each year by unsafe working practices or falling trees. In the US, the probability of loggers being killed on the job during a 25-year career is one in 20.

Even in expert hands, "the chainsaw is one of the most potentially dangerous tools ever invented," the ILO says, pointing out that it can cause not only cuts and wounds, but also deafness and injury from vibration.

Careful felling both cuts accidents and saves damage to young growth and reduces damage to forest soils and water courses, the ILO notes. Frances Williams, Geneva

CONTRACTS & TENDERS

Ambiente S.p.A.

An Eni Company

Invitation to offer to purchase the entire industrial complex called "Cementificio di Ravenna"

Ambiente S.p.A., headquartered in San Donato Milanese (MI), Via Ramiro Fabiani no.3, with fully paid up share capital of Lit. 70 billion, registered with the Milan Court, Companies' Registry no. 346758, is the owner of an industrial complex called "Cementificio di Ravenna" with offices and plant in Ravenna, Via Bajona no.228, which produces and sells, under the trade name "Ambiente", various national types of loose and bagged cement, both normal and high grade. In 1996 the revenue totalled approximately Lit. 27 billion and the workforce was 85 employees.

Ambiente S.p.A. intends to proceed with the sale of the above asset and therefore intends to receive and evaluate preliminary purchase offers, with eventual definitive offer, according to the sales procedure, details of which will be communicated in due time.

For the purpose of this transaction Ambiente S.p.A. has engaged the services of Ernst & Young Corporate Finance to whom interested parties should direct all enquiries. The relevant persons can be contacted at the following address:

ERNST & YOUNG CORPORATE FINANCE

Via G.B. Vico, 9 - 00196 Roma

Dr. R. Bianco - Tel +39 6 3609541 fax +39 6 36095472

Via N. Tommaseo, 60 - 35131 Padova

Dr. A. Coeli - Tel +39 49 664393 fax +39 49 664645

The present announcement is directed to limited liability companies only (with not less than Lit. 10 billion capital). The interested companies can request in writing, also by fax, from Ernst & Young Corporate Finance, copy of the information memorandum on "Cementificio di Ravenna", specifically prepared for the sale.

Ambiente S.p.A. reserves the right, at its sole discretion and without assigning any reason whatsoever, to refrain from providing the information memorandum to any interested party. The information memorandum will be sent after a confidentiality agreement has been validly signed and returned to Ernst & Young Corporate Finance no later than 20th October 1997. Together with the confidentiality agreement, interested parties must send their financial statements for the last three years, a description of their activities and the reasons for the investment. Intermediaries of any kind must disclose the identity of the company they represent.

This represents an invitation to offer but does not represent either a public offer ex art. 1336 of the Italian Civil Code nor a solicitation to public saving ex art. 1/8 of Italian Law 216/1974, including all successive modifications thereto. Neither the present announcement nor the receipt of any offers will create, with respect to Ambiente S.p.A., any obligation or commitment to sell to any bidder and, with respect to any bidder, any right to demand any performance whatsoever by Ambiente S.p.A., including the payment of any brokerage or advisory fees or expenses.

The sale will be carried out in the present legal state and condition of the asset, with any pre-emptive inspections and controls at the buyer's burden and risk.

Ambiente S.p.A. also reserves the right to terminate at any time and without any reason whatsoever any and all discussions regarding the sale regardless of the status or stage of such discussions.

The Italian text of this announcement shall prevail over that published in any other language. The present announcement and the sale procedure are subject to Italian Law. In case of any controversy related to the above, the Court of Milan (Italy) shall have sole jurisdiction.

CONTRACTS & TENDERS

BANRISUL

ESTADO DE TODOS

OS SANTOS DO RIO

FEDERATIVE REPUBLIC OF BRAZIL

BANCO DO ESTADO DO RIO GRANDE DO SUL S.A.

COMMUNICATION TO THE PUBLIC

OPENING OF THE DATA ROOM FOR THE PRIVATIZATION PROCESS AND SALE ORDINARY SHARES OF THE COMPANY UNIÃO DE SEGUROS GERAIS

The "Banco do Estado do Rio Grande do Sul S.A. - BANRISUL", in accordance with the principles of the State Law no. 10,607 from December 28th, 1995, communicates to potential investors or any other interested parties that the DATA ROOM for the privatization process and the sale of ordinary shares of the insurance company "COMPANHIA UNIÃO DE SEGUROS GERAIS - CIA UNIÃO" will be open at the city of Porto Alegre, State of Rio Grande do Sul, Av. Borges de Medeiros, n° 261 - 12th floor, from September 17th to November 14th, 1997. The access to the DATA ROOM will be allowed upon the payment, by the interested parties, of a R\$10,000,00 (ten thousand reais) fee, and the signature of the Confidentiality Agreement.

From September 17th, 1997 on, the interested parties can pay the R\$10,000,00 (ten thousand reais) fee, by transferring the referred amount to BANRISUL NEW YORK ABA 0360-1107-3, to the credit of BANRISUL H.O. ACC N° 22720-001, REF. DATA ROOM CIA UNIÃO, BANRISUL H.O. - 500, Fifth Avenue - Suite 2310, New York - USA, ZC 10110, or by sending a payment order to BANRISUL - bank 041, branch 0001, REF. DATA ROOM CIA UNIÃO, under the code number 12893, in Porto

ARTS

Contemporary look for opera

San Francisco director-general aims to attract first-time opera-goers, writes Andrew Clark

From his quiet, functional office high above San Francisco's Market Street, Lotfi Mansouri gazes out across the city skyline before summarising his mission. "I'm looking at every way of extending the reach of opera," he says. "I want to make it an accepted part of American culture, not just an exotic art-form imported from Europe."

As general-director of the San Francisco Opera for the past 10 years, Mansouri, 66, has gone some way towards that goal. In 1994, he staged the premiere of Conrad Susa's *The Dangerous Liaisons*, which – thanks to an accessible score and starry cast – had the unusual distinction of bringing full houses to a contemporary work.

Mansouri has commissioned two more operas. Former Hollywood film composer André Previn is writing *A Streetcar Named Desire*, based on the Tennessee Williams play. It will

open next September with American diva, Renée Fleming, as Blanche Dubois. Bobby McFerrin, better known for his easy listening albums, will write an opera based on Kleist's *Saint Cecilia* to a libretto by Tony Kushner. The premiere will be in 1999.

Aficionados of contemporary opera may sneer at the populist tone of these commissions, which are worlds away from the bard-edged modernism beloved of European composers, but Mansouri is determined to take opera back into the popular mainstream.

At War Memorial Opera House, the San Francisco Opera's home, he has 3,200 seats to fill every night, and only the taste of his subscribers and donors to fall back on. Over the past 18 months, while the theatre was in the midst of a \$8.5m programme of earthquake-proofing and refurbishment, Mansouri laid on two short

seasons of Puccini in a downtown theatre. With tickets starting at \$12, La bohème was seen by 45,000 people, *Madama Butterfly* by 30,000. More than 60 per cent were first-time opera-goers. "These are the people I want to get back into the opera house," he says.

The company's 75th anniversary season is not a bad start. For *Tosca*, which opened three weeks ago, Mansouri resurrected the set designs that accompanied Puccini's opera at the inauguration of War Memorial Opera House in 1932. *Le nozze di Figaro* follows on October 9 with a cast led by charismatic Welsh baritone Bryn Terfel. The German repertoire is represented by *Der fliegende Holländer* (September 30) and *Elektra* (October 18), in stark modern productions imported from Geneva; the French by *Pelléas et Mélisande* (November 9), with Simon Keenlyside and Frederica von Stade in the title roles. *Guil-*

laume Tell (November 2) offers a rare outing for an opera widely regarded as Rossini's finest, and *Eugen Onegin* (November 19) continues San Francisco's link with the Kirov Opera, which is lensing its production.

A "femme fatale" season planned for next June looks equally appetising – it comprises *Carmen*, *Lulu* and *L'incoronazione di Poppea*, with the Mark Morris production of Rameau's *Platée* thrown in as an ironic make-weight. There will be concurrent screenings of *Pondor's Box*, the Louise Brooks film based on the same Wedekind plays as Berg's opera – plus a forum where feminist groups can discuss the issues. "We want the femme fatale's season to be a launch-pad for wider intellectual debate," he says. "It's important that people realise these are not just dumb stories, but have wider philosophical ramifications."

Steering an opera company through 18 months in

exile would turn many an impresario into a nervous wreck – but, even after staging this season's inaugural gala and two opening productions, Mansouri is his usual effervescent self. Asked whether he will be renewing his contract beyond 1999, he answers "Inb'Allah" (God willing) – a reminder of his Middle Eastern background.

Mansouri, born in Iran, studied psychology in Los Angeles before turning to opera. By his mid-30s, he had sung Valzacchi to Gwyneth Jones's Anna in *Der Rosenkavalier* in Zurich and served an apprenticeship under Rudolf Hartmann at the Salzburg festival. As a producer, he worked in most of the world's leading opera houses, becoming director of the Canadian Opera Company from 1976 to 1988. He is the fourth general-director of the San Francisco Opera.

Looking more like an oil tycoon than the boss of a high-profile arts company, Mansouri enjoys the social obligations that go with his job. Defending himself against charges that San Francisco's staging policy is overly conventional, he points out that "this was Jean-Pierre Ponnelle's American home for 20 years, and his *Dutchman* was more conceptual than anything the Alden brothers have done. We want productions that add to the opera rather than detract from it. I don't like caprices."

To underline his point, Mansouri discloses that the San Francisco Opera is moving into a six-month repertoire season, with productions running concurrently, to a *stapline* spread over 10 months. The change, to take place in 1999, means each production can be rehearsed and performed separately. The aim is to achieve better artistic results.

"At present, everything



Lotfi Mansouri: 'I don't like caprices'

gets bundled up. Under the new system, we'll have some breathing space and be able to rehearse on stage. It's also a question of spending money in a more efficient way – I won't have to pay so much overtime to the night crews," he says.

There speaks the realist. For all his populist dreams, Mansouri knows that opera

in the US means balancing the books and satisfying the board. Slipping into philosophical mode, he observes: "Every opera company is a reflection of the community it serves. What can this community support? Without their support, you can't do anything. But you have to be bold before you realise that..."

Theatre/Sam Albasini

Family at war

At Chichester's Minerva Theatre, on its way to the Donmar Warehouse, we have a rare treat, *Electra* in a new version by Frank McGuinness starring Zoe Wanamaker.

Even before the play begins we are, in Johan Engel's stark set, presented with the ruin of the house of Atreus. The faded chairs and great marble table have sunk into the earth that surrounds them as if engulfed by an earthquake.

Director David Leveaux has found parallels in this relentless cycle of inter-family butchery to our recent European civil wars, and indeed when Electra and the black-clad Chorus first appear, they do call to mind survivors of a great conflict come to pick over the dead. Although there are three women in the Chorus, the director has chosen to give all the Chorus's lines to one actress, Jenny Galloway, and in doing this he has set her an extremely hard task asking her to be exultant and gloating whilst simultaneously cautious and neutral.

Strangely for a play which exhausts all that can be said about Greece and for a character who leaves her heart into her mouth with every line, this *Electra*'s most expressive moments were her non-verbal ones: at the start of the play when she descends from her hiding place, a diminutive Pierrot, wearing her father's threadbare coat like a hair shirt; on hearing the news of her brother's death when she slumps at the foot of the table like a broken puppet; or when, as her mother Clytemnestra is being butchered off stage, she starts up a cry which begins as a mockery of her death throes, tries to become triumphant laughter and ends as shuddering laughter.

"She waits for her glory till stone turns to water" is how the Chorus describes Electra, and this image becomes a central one for the production. Although we see and hear the relentless drip of water on the marble table, we never see Electra's calcified heart melt.

Sophocles' Electra, even more than Euripides' weaker and more

neurotic version, reminds one inescapably of a female Hamlet. Here she has the will and means to avenge her father's death, and it is only her gender that prevents her from being the avenging angel.

However, other less pleasant parallels present themselves. What upsets her even more, it seems, than her father's murder is the fact that her mother is sharing the murderer's bed. It is not so much sexual jealousy that Electra suffers but more a child-like jealousy at being supplanted in her mother's affection by an adult man. We see echoes of this as Wanamaker greets her long lost brother, Orestes. She embraces him as if she were both child again and lover, and her confrontation with her mother, the majestic Marjorie Yates, has distinctly adolescent undertones despite her righteous indignation and the justice of her case.

There is righteous indignation aplenty in Andrew Howard's *Orestes*. Unlike the versions by Euripides and Aeschylus, Sophocles' *Orestes* does not have much of a journey in this play, but Howard makes as much of it as he can. With his beautiful voice, Rudolph Walker imbues the part of the Tutor with a presence and solidity it might not otherwise have.

All the actors in this production have extraordinary and interesting voices, and although I understand the director's caution in letting rip with the physical manifestation of the verbal outpourings of emotion on the stage, there were times – for example with Oris Charlton's Chryeophemis – where this became merely static sound, and one longed for more physical interaction between the actors.

Although short in length, this is a huge play; and as with other Greek plays of this period, the moral and social lessons to be learnt from these tragic examples are as real today as they were in Sophocles' time.

At the Minerva Theatre, Chichester until September 27.



Zoe Wanamaker as Electra in Frank McGuinness's new version of Sophocles' tragedy

HET MUZIEKTHEATER
Tel: 31-20-551 8911
Das Rheingold: by Wagner.
Netherlands Opera. New production, directed by Pierre Audi and conducted by Hartmut Haenchen; Sep 26

■ BERLIN

OPERA
Deutsche Oper
Tel: 49-30-34384-01
● Aida: by Verdi. Staged by Götz Friedrich, with sets and costumes by Pet Halmer; Sep 25
● Die Zauberflöte: by Mozart. Staged by Günter Krämer, with sets and costumes by Andreas Reinhardt; Sep 27

■ LONDON

CONCERTS
Barbican Centre
Tel: 44-171-638 8891
● Anna Tomowa-Sintow: programme includes music by Strauss and Verdi. John Arnell conducts the Orchestra of the Royal Opera House; Sep 26

■ EXHIBITIONS

National Gallery
Tel: 44-171-839 3321
Seurat and The Bathers: a context provided by his own earlier work, and studies and drawings for the painting, as well as works by predecessors who influenced him, and by his Impressionist contemporaries; to Sep 28

■ OPERA

Royal Festival Hall
Tel: 44-171-928 8800
● BBC Symphony Orchestra: conducted by Andrew Davis in works by Weber, Berg and Schoenberg; with violin soloist Pierre Amoyal; Sep 26

■ CONCERTS

● London Philharmonic Orchestra: conducted by Joseph Swensen in works by Mussorgsky, Shostakovich and Beethoven; Sep 24

■ DANCE

Royal Festival Hall
Tel: 44-171-928 8800
● The Royal Opera: Platée, by Rameau. New production directed and choreographed by Mark Morris, conducted by Nicholas McGegan; Sep 24

■ EXHIBITIONS

Barbican Theatre
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The Royal Opera: Platée, by Rameau. New production directed and choreographed by Mark Morris, conducted by Nicholas McGegan; Sep 24

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Barbican Theatre
Tel: 44-171-638 8891
The Royal Opera: Platée, by Rameau

COMMENT & ANALYSIS

Edward Mortimer



Prevention zone

International charities and mercenaries are stepping into the spotlight in shaping foreign policy

You read it here first. The idea floated in this column in January, that some wars might be prevented if foreign policy decisions were subjected to a "conflict impact assessment" has been taken up by Clare Short, international development secretary in the UK government.

She calls it a "social audit" - a snappier term than mine, and one that avoids abbreviation to CIA; and she wants her new department to work with business and others to ensure that it is applied to both government and private investment overseas.

And now Oxfam, the independent British relief and development agency, has picked it up in a book just published on reducing the "human cost of war".*

The idea is not really new. Enlightened multinationals have for years been including a "social impact assessment" in big investment decisions. If, for example, a new oil well (in Colombia, say, or Ogoniland) is likely to pollute the environment or disrupt the local economy, the chances are that this will cause trouble. The investor will suffer bad publicity, or worse. If this can be anticipated it can, in theory, be avoided.

Now Ms Short wants to involve her new government department in the process, to ensure that both state and private investment overseas be "socially audited".

Oxfam suggest that such audits should be included in the annual reports of foreign, trade, finance, defence and development ministries to parliaments, and that they should measure performance against, among other things, the Geneva conventions and those dealing with genocide and the treatment of refugees.

This approach, says Oxfam, should be applied by all governments, by the

European Union, the Organisation of African Unity, the United Nations, and by non-governmental organisations (NGOs), such as herself.

I am glad it included that point. As an article in the current issue of *The World Today*, the monthly published by the Royal Institute of International Affairs, points out, NGOs have become "an increasingly important aspect of foreign affairs and a priority instrument in the pursuit of foreign policy", raising many questions about the accountability of these institutions.

At least since the Ethiopian famine of 1984-85, but especially since the end of the cold war, governments have come to see NGOs as part of the solution to "complex emergencies" (UN-speak for man-made disasters). Channeling funds through NGOs enables governments to avoid direct involvement in local conflicts.

But by the same token it often leaves the NGOs to take decisions with grave political or even military implications, which involve taking sides in a local struggle. The decision in 1994 to provide food and water to refugee camps on the Rwanda-Zaire border, controlled by the perpetrators of the Rwandan genocide,

Mercenaries give priority to securing specific parts of the country which contain economic assets, such as diamond mines or oil wells

is a clear example. NGOs cannot avoid taking such decisions, but have no clear mandate for them. Nor is it obvious to whom they are accountable. Indeed, says Hugo Slim, author of the *World Today* article, "a backlash against them has already begun", with two lines of criticism, especially popular. One sees them as "like their 19th century missionary predecessors... the advance guard of the effective reconquest of Africa and other parts of the south". The other, known as "Oxfenism" after its best-known exponent, Mark Joffe (himself a former aid worker turned academic), is more or less the opposite: NGOs enable the rich north to consign large areas of the south "to the margins of the new world order", by keeping their miserable inhabitants at arm's length.

Another article in the same issue of *The World Today* suggests, perhaps unwittingly, a way in which both these criticisms could be true. It deals with a particular type of NGO: private security firms, or mercenaries as they used to be called.

The author, David Shearer of the International Institute of Strategic Studies, describes the role of Executive Outcomes (EO), a South African-based company which is the best known of these firms, in helping end the rebellion in Sierra Leone last year - only to see the Sierra Leonean army, whose own position had been undermined in the process, overthrow the government this spring after EO had been paid off. On the other side of the world, in Papua New Guinea, the military turned on its political masters after they brought in a private firm, Sandline International, to settle the civil war on Bougainville.

Mercenaries usually give priority to securing specific parts of the country which

contain economic assets (such as diamond mines or oil wells). Often their remuneration comes directly from these assets, the state being otherwise virtually bankrupt. Indeed there are close connections between the security firms and those that exploit the assets.

Both EO and Sandline, for instance, use the services of Plaza 107, a London-based resources company which also "provides support for a swathe of offshore-registered, mainly mineral operations". Mr Shearer quotes a director of one of the latter who likens the relationship with EO to that between two bands: "One hand is involved in mineral exploitation, the other with security; but both work together."

One thus gets a picture of western companies first

winning mineral concessions from African governments, or sometimes from rebel movements that control the relevant area, and then arranging for their security associates to be paid for securing those concessions out of the share of revenue earmarked for the African state.

The state itself thus shrivels to an area of economic interest to western investors and a flimsy legal apparatus legitimising their activities. The rest of the country is left in anarchy, with philanthropic NGOs providing just enough relief to stop its population becoming a serious threat or embarrassment to western governments.

A caricature based on one or two extreme cases? Perhaps, but still uncomfortably close to the pattern of European involvement in Africa at the dawn of the imperial age.

A Safer Future, by Edmund Cairns, Oxfam Publications, £6.95

E-mail: Edward.Mortimer@FT.com

Lionel Jospin certainly seems to be doing something right.

Nearly four months after his surprise general election victory, the French prime minister's opinion of the state is going from strength to strength. The latest survey, published last week in the weekly news magazine *Le Point*, gave Mr Jospin a 58 per cent approval rating - up 4 percentage points in a month and an impressive 14 points since June.

This is, frankly, curious. The broad policy goals of the new government - lower unemployment and a lower budget deficit to ensure France's qualification for Europe's economic and monetary union - remain unchanged from those of the preceding centrist-right administration of Alain Juppé, which became so unpopular towards the end of its spell in office.

Mr Jospin's Socialist-led coalition has, like Mr Juppé's government, sought to postpone the day of reconciling those policies. It has, in effect, postponed by a year to 1998 the target date for achieving the Maastrichtian holy grail - a budget deficit equivalent to at most 3 per cent of gross domestic product. But Dominique Strauss-Kahn, finance and industry minister, has acknowledged he does not expect unemployment to come down until the end of next year.

What is more, notwithstanding the schoolmarmish Mr Jospin's reputation for integrity, a number of Socialist manifesto pledges have turned out to be, put politely, misleading. "Stop *les privatisations*" is so plain that even the most insular Anglo-Saxon requires no translation. Yet here we are, less than a month away from the first day's trading for France Telecom shares on the Paris (and gasp) New York stock exchanges. By then, there's every likelihood the government will have confirmed that the state's interest in Thomson-CSF, that near-sacred national defence electronics asset, is to drop to below 50 per cent.

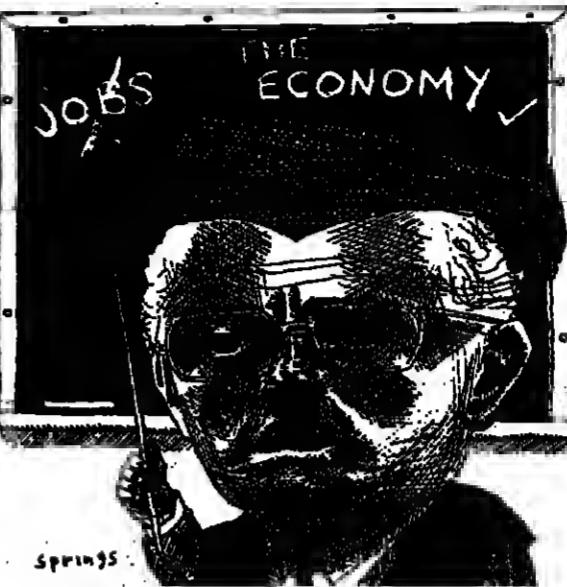
So why has Mr Jospin not suffered the public-opinion reversal that overwhelmed Mr Juppé? The first explanation advanced by many commentators, especially those on the right, is luck. Mr Jospin, they argue, has had the good fortune to arrive in power just as the economy was picking up.

Not that France is experiencing a tiger-like spurt: growth this year is expected to total only 2.2 per cent, against 1.5 per cent in 1996. But the export-led boost has enabled Mr Strauss-Kahn to maintain with reasonable credibility that the economy will be growing at an annual rate of about 3 per cent by the end of this year.

In the meantime, enough

Top of the class

Lionel Jospin's popularity has not been affected by policy U-turns, says David Owen



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In the meantime, enough of an improvement was detected this summer to lift the mood of the hitherto glum electorate as they headed for the beach. This faster growth should also limit the number of unpopular tax increases deemed necessary in today's budget for the government to lift its 1998 deficit target. Officials are indicating the tax take will rise no faster than "national wealth".

More sympathetic observers suggest there is more to Mr Jospin's popularity than luck. The prime minister, they say, with his considerable experience of government in past Socialist administrations, has entered the prime minister's palace with purpose and confidence, as if to the Matignon horn.

Certainly, there are signs that a prudent, untried Jospin method is emerging. On dossiers ranging from

the state of the national finances to France Telecom and the optimum exploitation of New Caledonia's nickel resources, he has had the humility and political nous to ask for a detailed expert assessment before deciding how to proceed.

Mr Jospin's personal reputation for thoroughness and decency is also working in his favour. There is a sense that people genuinely believe that honest Lionel is trying his hardest to make life easier. This is in striking contrast with the arrogance and aloof intellectualism that Mr Juppé's administration sometimes conveyed.

Also in contrast to Mr Juppé, the government is, in most people's minds, taking pains to implement what is regarded as its highest-profile campaign promises. It has already outlined plans for creating 350,000 public-sector jobs and should today confirm a budget increase for Martine Aubry's employment and solidarity department (whether this will benefit France in the long term, is, of course, a different question).

The government created a considerable stir ahead of a European Union summit in Amsterdam by announcing it needed more time to con-

clude its negotiations.

Put bluntly, the problem

which did for Mr Juppé -

how to reconcile workforce

demands, including a sus-

tained cut in unemployment,

with the fiscal stringency

demanded by Maastricht -

has not gone away.

LETTERS TO THE EDITOR

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Uphill struggle on corruption after decades of neglect

From Mr Ralph I. Sato.

Sir, Martin Wolf writes on the growing interest in stopping bribery of public officials and politicians by international business interests ("Corruption in the spotlight", September 16). But the difficulties of agreement are immense given the variety of forms that bribery appears to take. Moreover, the International Monetary Fund and World Bank, which have spearheaded the crusade against corruption, have themselves had notorious records for looking the other way while some of the most corrupt rulers in mod-

ern times absconded with loans preferred by these institutions.

Well-known examples such as the rulers of Zaire, the Philippines and Indonesia come to mind. Over the past decade, Mexico and Russia, which rank near the bottom of the corruption league tables shown in Martin Wolf's article, have received the largest loans handed out by these institutions. Part of the problem is that the institutions are often under

pressure to make funds available under emergency conditions such as the Mexican peso crisis of 1985 or the

early reform administration in Russia. The emphasis on large loan volumes and inadequate emphasis on audits are also to blame.

The World Bank president, James D. Wolfensohn, is certainly to be commended for recognising the problems, but he faces immense difficulties with institutional inertia and a lack of experience after decades of neglect of the corruption issue.

Ralph I. Sato,
1191 Brightside Court,
San Jose,
CA 95127-4074, US

Right song?

From Mr Mike Bird.

Sir, Perhaps Peter Martin is right ("Immaterial world", September 18) and Madonna's "Material Girl" is a blueprint for business success.

But is he listening to the right song? As Richard Branson would surely agree, "Like a Virgin" is better.

Mike Bird,
Kepner-Tregoe,
Bentley House,
13-15 Victoria Street,
London,
UK

Startling view of agency

From Mr Philip James.

Sir, It is inappropriate for me to become involved in the debate on my report on the Food Standards Agency but your leader, "Safety first" (September 11), which suggests a narrower remit for the agency than that which I proposed would save lives is rather startling to the uninformated. The reason for suggesting a broader remit, for example to include nutrition, was precisely because current policies which affect nutrition can determine thousands of

premature deaths, not two!

It is, of course, important to reduce the number of illnesses as well as deaths caused by food poisonings, but new arrangements to restore public confidence need to be based on a sophisticated understanding of real risks and their management as distinct from the rather limited perspectives of old.

Philip James,
Rowett Research Institute,
Greenbank Road,
Bucksburn,
Aberdeen AB21 9SS, UK

Wealth creation victim of hypocrisy and prejudice

From Sir Stanley Kalms.

Sir, Profits up 41 per cent. Earnings per share up 30 per cent. Dividend plus 20 per cent - and prospects good. Enough perhaps for even a hard-bitten and long-serving chairman to expect from his shareholders kind words and agreement with a modest collection of AGM proposals. Well we did, of course, but the dissidents are a growing band. One institution, having

misread Greenbury and its own accounts, voted against our much-admired chief executive having a two-year contract and failed to note its own similar executive having the same terms.

We were criticised by an *apparatchik* of the London Borough of Richmond Upon Thames who signed his letter, chief executive and director of finance.

And one leading institution

executive bonus scheme which triggers at a per cent earnings per share growth, but is only meaningful as the increase moves up the scale. It had read an analyst's report which had suggested we might achieve 36 per cent EPS growth and was insisting that that should be the starting point for this year's bonus.

Ignorance at this level of the wealth-creating market economy process is disturbing.

ing. Sensible argument is subsumed by a form of hypocrisy which attempts to disguise prejudice under the guise of seeking higher standards of corporate governance.

Business as usual is slow in response.

Stanley Kalms,
Chairman,
Dixons Group,
29 Farm Street,
London W1X 7RD, UK

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COMMENT & ANALYSIS

FINANCIAL TIMES

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Wednesday September 24 1997

The IMF and the markets

The press conferences of the international financial institutions in Hong Kong have been many and weighty. But the biggest headlines have gone to George Soros, the hedge fund manager who gave Malaysia's Mahathir Mohamad a wiggling.

That there is a crude symbolism. Mr Soros personifies the process whereby private capital has usurped many of the functions of the International Monetary Fund and the World Bank, ranging from balance of payments and long term investment financing to oversight of national economic policies. The irony is that Mr Soros is more critical of the disruptive capacity of markets than many of those at the IMF and the Bank who pick up the pieces.

The related currency and banking crises in Asia demonstrate once again that the liquidity and market depth that result from global capital market integration come at a cost. The IMF records that nearly three-quarters of its members have had significant trouble in their banking systems over the past 15 years. In 14 of these cases the cost of resolving the crises exceeded 10 per cent of gross national product.

Given the primary and potentially destabilising role of the market in directing capital flows and enforcing balance of payments adjustment, those meeting in Hong Kong have faced pressing questions about the remaining role for policy in

correcting market failures and addressing instability.

All agree on the need for robust financial systems to make more efficient use of large and potentially volatile capital flows. It is also clear that delay in addressing fiscal, financial and payments imbalances is hugely costly. The international institutions are well equipped to foster transparency and disclosure to ensure that Mr Soros and his ilk impose more timely pressure for adjustment.

More difficult are the issues of liberalisation. It is high time governments ceased to use banking systems as instruments of industrial policy regardless of profitability. Yet giving access to foreign competition when profits are low or non-existent may prove to be more of a purge than a cure. Similarly, capital account liberalisation can be a recipe for exacerbating stock market and property bubbles. And the role of the IMF in crisis management, where there is an obvious risk of moral hazard, remains controversial.

In the long run, a refusal to embrace liberalisation will, in an integrated global market, lead to distortions and a flight of financial business offshore. But there is room, in the short run, for flexibility in timing moves to lift controls. And before dismissing Hong Kong as a mere jamboree, note that the network of contacts formed there is a vital component of effective crisis management.

Smoke haze

The \$36bn deal which US state governments have agreed with the tobacco industry has created a maze of contradictions. Congress and the administration need to find a way out.

A report by the Federal Trade Commission on Monday set out a series of unintended consequences of the attempt to reach an overall settlement of law suits by the states. The most important is that the five companies which control 99 per cent of the market will strengthen their oligopoly because of the common need to raise prices to pay for the settlement. Worse still, the agreement (yet to be ratified by Congress) would allow the companies to create an overt cartel.

Even without a cartel, tobacco company shareholders would do well out of the deal. The authorities want higher prices to curb consumption. But a 1 per cent price rise cuts demand initially by only about 0.4 per cent, so the companies will make more profits.

Then, the more consumption is cut, the less the companies will have to pay in penalties. The FTC suggests that the industry could make extra profits of perhaps \$125bn over the 25 years of the agreement, even if it were not exempted from antitrust regulations.

By cutting penalties, a fall in consumption will reduce the financial benefit to the public

sector to perhaps as little as \$200bn, less than 60 per cent of what the states think they have agreed.

The prospect that law suits against the tobacco companies could have the effect of entrenching their market power and enriching shareholders is more than an irony; it is a recipe for years of further dispute.

It is not too late for Congress and the administration to consider the fundamental objections to this deal and think about alternatives. It represents a sort of privatised tax on smokers. But it lacks the transparency and predictability of a proper tax; it relies on an absurdly complex and expensive mechanism; and, as the FTC points out, it will have highly undesirable side effects.

It would be much better, therefore, to attempt a new deal. Abandoning litigation might be exchanged for curbs on advertising which would be difficult to enforce under present laws. Then the states should raise the cash they need for treating smokers' diseases from higher tobacco taxes. An extra \$1.50 on a pack of 20 would raise about as much as from this deal.

Smoking would still be cheaper than in many European countries. And the tobacco companies' efforts to escape the rigours of competition law would be wisely frustrated.

BA-American

Consumers can take some comfort from the thought that the proposed alliance between British Airways and American Airlines has attracted the attention of Karel Van Miert, the European Union's competitive competition commissioner.

The BA-American alliance raises serious consumer concerns, as do the other international airline partnerships already operating. Before deciding to join up with BA, Robert Crandall, American's chairman, described such partnerships as a fraud on the consumer. Passengers who book a flight with one member of an alliance, only to find themselves travelling with another, might agree.

Mr Van Miert's decision to review this alliance and several others launched in recent years might be seen as even more justified because no one else appears to be looking after consumers' interests adequately.

The US authorities have granted previous alliances antitrust immunity, which allows carriers to co-operate in selling tickets and setting prices in ways which would otherwise infringe laws intended to protect consumers. In return the European governments concerned have agreed to conclude "open skies" agreements with the US.

Nevertheless, Mr Van Miert's tough line on BA and American - he is demanding they give up

383 weekly slots at Heathrow airport - raises difficulties.

The first is that his legal right to vet aviation alliances rests on shaky foundations. The Treaty of Rome is unclear on whether national governments or the Commission should have the final say.

A second problem is that the Commission did nothing when previous alliances, such as those between KLM and Northwest and between Lufthansa and United, were launched.

BA's supporters say that the Commission's attack on it and American is motivated by a desire to protect its competitors.

It is a suspicion Brussels needs to dispel by demonstrating at the earliest opportunity that it intends to be as tough on the other alliances as it says it will be on BA-American.

An even better idea, however, would be for Washington and Brussels to abolish the limits on foreign ownership of airlines which make these alliances necessary. Provided airlines could demonstrate to competition authorities on both sides of the Atlantic that passengers would not be disadvantaged, they could merge or take one another over, as happens in almost every other industry. Consumers could then book flights on an airline confident that they would not end up flying with its perhaps less desirable alliance partner.

Consolidation in US banking has become so frenetic - the number of banks has fallen by a third in a decade - that bankers are paying unprecedented, and some say unjustified, sums to take over their peers. Talking about a recent deal in which his First Union bank bought Signet Banking for \$2.5bn, Ed Crutchfield, First Union's chief executive officer, said jokingly that he had arrived at the price as follows: "I just kept stacking billion dollar bills on the table until Signet said yes."

So what is driving this wave of bank consolidation? And do prices as silly as Mr Crutchfield's comment make them sound?

To understand the wave of consolidation, one must start with the curious structure of the US banking business. Since the Depression, regulations have sought to prevent a run on banks by splitting the US into separate markets and limiting competition between them. A change to regulations has made way for the creation of would-be national banking networks.

According to the Federal Deposit Insurance Corporation, the national bank regulator, the number of banks has dropped from 14,210 10 years ago - a number that had remained broadly unchanged for several decades - to 9,830 by the beginning of 1997. This consolidation has mostly taken the form of mergers: there were 554 last year, and 609 the year before that.

Hallowed names such as Manufacturers Hanover, Chemical Banking and Security Pacific have disappeared. New giants have been created. Foremost among them is NationsBank, the former North Carolina National Bank, responsible for three of the top 10 bank acquisitions.

The biggest of them came last month when NationsBank agreed to buy Barnett Banks of Florida for \$15.5bn. This smashed the previous record and brought the year's industry-wide spending on mergers to \$45.6bn. The deal turned NationsBank into the country's third largest, and achieved its aim of building the first truly national banking franchise.

It will not have the field to itself. Several competitors are in the race, notably NationsBank's neighbour, First Union, which is now the sixth-largest bank with a franchise stretching along the east coast from Florida to New England. The skyline of the small southern city in which both predators are based, Charlotte, North Carolina, is sprouting skyscrapers like a mini Manhattan.

Other multi-state franchises include BancOne in Columbus, Ohio, which bought the credit card specialist bank First USA earlier this year for \$7.8bn, and US Bancorp in Minneapolis, formed from the \$8.7bn merger of First Bank Systems and US Bancorp. It now has operations in 17 states across the north-west from California to Illinois.

The emergence of putative national banks has not been accompanied by cuts in services. According to the FDIC, the fall in the number of banks over the past 10 years has been accompanied by a rise in the number of branches from 44,352 to 57,788 - although many are lightly staffed branches in supermarkets.

Such gains are encouraging banks to continue their spending and growth sprees. Banks are also becoming more profitable: high share prices have pushed up

The deals get bigger

The top 10 deals in US banking

Announcement date	Announced deal value (\$bn)
Aug 1997	15.52
Jan 1998	12.31
Aug 1995	11.36
Aug 1996	9.75
Mar 1997	9.09
Mar 1997	7.00
Jun 1995	5.56
Jul 1996	5.11
Aug 1991	4.67
Jul 1997	4.46

Number of Banks ('000)

Number of Branches ('000)

Price/Book (\$ average)

Price/Earnings (median)

Price/Deposits (% average)

Source: FDIC

Transactions updated as of September 18 1997

One reason for the frenzy of consolidation is a search for cost-cutting through the elimination of overlaps. Bank consolidation has produced a downsizing as savage as in any US industry. Wells Fargo's purchase of First Interstate led to job losses equivalent to 23.5 per cent of the combined workforce. NationsBank, which has almost as big an operation in Florida as Barnett, is also expecting to make heavy cuts, removing 45 per cent of Barnett's annual expenses by the end of next year.

These cuts have not always been without cost. Wells Fargo's share price has fallen 30 per cent this year after news that many account holders had left the merged bank. Wells Fargo ran into serious problems merging the banks' systems, leading to the loss of many deposits and creating an operating loss of \$180m in the second quarter of this year. Such problems have raised the big question: are banks really increasing value for shareholders and customers? Or are they just empty building blocks?

The case for consolidation begins with the state of banks' own finances. Thanks partly to the health of the US economy, the industry is generating higher returns on assets and on shareholders' equity than five years ago, while the proportion it spends on expenses has dropped. Since 1992, the average return on assets has risen from 3 per cent to 1.29 per cent, while the return on shareholders' equity has grown from 13.6 per cent to 15.9 per cent, according to Salomon Brothers' annual survey of 50 large US banks.

Such gains are encouraging banks to continue their spending and growth sprees. Banks are also becoming more profitable: high share prices have pushed up

the value of bank stocks, strengthening the balance sheets and making acquisitions easier.

Those seeking to explain the consolidation in terms of more fundamental forces make three points, about regulation, economies of scale and technology.

First, regulatory reforms have set the pace for consolidation. The steady liberalisation of the last decade has merely allowed the industry to take on a more logical shape.

Joseph Duwan, of the New York firm of Keefe, Bruyette and Woods, points out that each phase of mergers has followed regulatory change. Regional and "super-regional" banks were created in the late 1980s after the relaxation of rules on interstate acquisitions.

More recently, Congress has fixed national limits for consolidation, opening these arrangements to all states. This fixed ceilings on market share, with no bank allowed to have more than 10 per cent of deposits nationally, or 30 per cent within any one state. This reform was followed by big inter-regional deals, such as last year's merger of NationsBank with Boatmen's Bancshares of St Louis.

Second, Michael Mayo, banking analyst with Credit Suisse First Boston in New York, suggests consolidation can be seen as part of a broader change. Banks now operate in a world where they have lost market share to nimbler, less regulated non-bank rivals, such as mutual fund companies, specialist credit card issuers, and even software companies such as Microsoft, which now offer transactions on-line.

The emphasis is now on new distribution channels, such as ATMs, small banking centres and on-line banking. All of these create greater economies of scale.

The emphasis is now on new

technical infrastructure, it becomes easier to integrate new business, while cutting the target overheads.

As Mr Hugh McColl, chief executive of NationsBank, puts it: "Our philosophy is to build on existing infrastructure - networks, systems and data centres. We want to have a dominant marketing position in the growing markets of the US." Once the infrastructure is built, by Mr McColl's argument, the challenge is to buy customers and build brand recognition.

Mr Mayo adds that scale can be advantageous in itself. The US population is becoming more mobile so the ability to offer a branch network in numerous states improves a bank's chances of retaining clients.

Third, the argument for consolidation comes from the cost of technology. Faced with the need to make new investment to keep up with competitors, many bank directors have decided it is simply better to sell. Mr Duwan suggests that the "year 2000" problem - the so-called millennium bomb - may force more sales.

The US Bancorp acquisition

showed these trends at work. According to Mr Mayo: "First Bancorp was just about the most efficient bank of its size, and it bought a less efficient bank in a new market. Simply by placing First Bancorp systems and networks into US Bancorp, the new company will have significant cost savings even without overlap."

The conclusion seems to be that consolidation is indeed justified.

Banking deals have become more expensive in recent months. In buying Barnett Banks, NationsBank set a record not only for the sum involved but also for the premium it was prepared to pay. At almost four times Barnett's book value - the total value of its assets - NationsBank paid double the average multiple which buyers were prepared to pay for US banks only last year. Mr McColl judged this an appropriate price for a third of the lucrative Florida market. First Union paid 3.5 times book value for Signet Banking. Multiples have been rising for several years. In 1990, according to SNL Securities or Virginia, the average bank sold for only 1.47 times book value.

Such escalation is not necessarily evidence of over-bearing. The forces pushing consolidation might justify a gradual rise in price. The recent surge may be fuelled by the dwindling numbers of readily acquirable targets as competition between the new giants heats up.

Moreover, once a bank comes into play, action by predators is swift. Again, NationsBank-Barnett seems to have set a new standard. Mr McColl was first contacted about a possible deal on the Tuesday. The banks' boards agreed it by Friday lunchtime that week.

According to Mr Mayo: "If valuations remain at the current levels it's likely you will continue to see purchase prices of three to four times book value. If stock prices decline, so probably will the purchase prices."

Whatever the justification for current prices, and however powerful the forces driving consolidation, all seem agreed that the momentum towards the creation of three or four truly national banks is unstoppable. As Mr Duwan puts it: "I do think the Barnett deal has been a defining moment. Now many banks are deciding whether it is time to cash in their chips."

Financial Times

100 years ago

Wall Street Manipulators Under the circumstances of the past few months there was no difficulty in working up a boom on Wall Street. The professional boomers, who play on the market as on a fiddle, and who know all its weak points like the alphabet, could have manufactured a rise out of much less promising material than was available this year. We admit all that, and up to a certain point had nothing to say against the rise. Even Americans cannot be always in the mud. Let them have some fresh air now and then. But no boom ever stops short at the level of actual justification, least of all in Wall Street. The improved conditions are soon over-discounted, and then blind sentiment comes in. That is the chance for the professional manipulator.

Anybody can run a boom in its early stages. For that matter, it runs itself, and is best left to its own course. But when it reaches the upper levels, and hope has to be called in to the help of reality, or, as the uncharitable might say, when fact has to be faced out with fiction, then the scientific manipulator gets in with his fine work. He has been putting it very liberally this week.

OBSERVER

Bertelsmann's books when the whole edifice collapsed in 1994. But maybe this time, everyone will have their ducks in a row.

Soft landing

For a man who hates flying, John McFarlane certainly clocked up the air miles in his last job at Standard Chartered: more than 200,000 in his last year overseeing the bank's scattered holdings in Africa, the Middle East, South Asia, the US and the Americas.

For the last seven months, he's been keeping closer to the ground with a non-executive job at a radio station in London. But now he's taking off again to become chief executive of Australia & New Zealand Banking Group, a post which seems certain to guarantee him executive lounge privileges at the airport.

Like Rana Talwar, who replaced him at Standard Chartered, McFarlane is a former Citibanker: he spent 18 years with the US bank which has proved a breeding ground for many of the world's top banking executives.

McFarlane will take over at ANZ on October 1 when Don Mercer - born, like McFarlane, in Scotland - steps down after five years at the helm, following a bit of a shakeout in the bank's top management. It's a long haul

on the plane, but the set-up might make McFarlane feel at home. Since its takeover of Grindlays in the



FINANCIAL TIMES COMPANIES & MARKETS

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Wednesday September 24 1997

Week 39

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INSIDE

Czech breweries' media war hots up



This week Bass and IPB offered to buy out each other's Radegast stake and both gave long interviews to Czech newspapers. Page 17

Carmakers struggle for home form
Japanese carmakers' exports are booming, owing to the yen's weakness against the dollar and the US economy's strength, but there has been a slump in domestic demand. The result is that most have the wrong product mix and are caught between a shortage of export models and excess domestic stock. Page 19

Hedge funds lose their sparkle
Hedge funds in emerging markets lost 7 per cent of their value in August as south-east Asia woes helped wipe the gloss off their performance. This is the first setback for market investors since the 1994 Mexican peso crisis.

The US-based emerging market funds suffered a 0.8 per cent dip in August, although they returned 27.9 per cent in the year to date. Page 34

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Chief price changes yesterday

FRANKFURT (DM)	
Siemens	570 + 53
Daimler-Benz	70 + 53
Volkswagen	1211 + 33
Merck	525 - 57
Siemens	941 - 18
Linde	1238 - 41
Merck	634 + 39
Siemens AG	243 + 24
Siemens AG	2374 + 13
Philips	364 - 41
Merck Tech	29 - 24
Siemens	3094 - 376
London (Pounds)	1594 - 376
Merck	85% + 15
CHF	2556 + 13
Emerson	849 + 13
Holiday Inn	189 + 15
Philips	364 - 41
Merck Tech	29 - 24
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COMPANIES AND FINANCE: EUROPE

LVMH results disappoint investors

By David Owen in Paris

Shares of LVMH, the French luxury goods group trying to derail the plan to merge Guiness and Grand Metropolitan, fell sharply yesterday after it announced disappointing half-year profits.

The shares closed down FF1.81, or 5.9 per cent, at FF31.294, as the group acknowledged that earnings from its 61 per cent stake in DFS, a duty-free shopping chain, had been hit by the decline of the yen against the US dollar.

Consolidated net income excluding LVMH group exceptional items rose 10 per cent to FF1.7bn

(\$282m). The group said the increase would have been 8.5 per cent on a comparable structural basis.

The figures included goodwill amortisation of FF2.17m against FF81m. However, they did not take account of the negative FF113m impact of the recent increase in French corporate income tax rates.

Analysts said the market's reaction reflected disappointment with other operations besides luxury goods distribution.

"The DFS margin was below expectations, but the market was also disappointed with perfume

and cognac," said Cedric Magnolia of Credit Suisse First Boston.

Many regarded yesterday's decline as an overreaction, however. "I think the market has been concentrating a lot on the bad side," said Jacques-Franck Dossin, France analyst with Goldman Sachs in London. Analysts in general seemed to be cutting their full-year profits forecasts by between 3 and 5 per cent.

At the operating level, income climbed 26 per cent from FF2.65bn to FF3.36bn, with champagne, wines, luggage and fashion turning in reassuringly robust performances.

Luggage and fashion achieved income of FF2.09bn, up from FF1.74bn, on sales ahead from FF4.76bn to FF5.71bn. Mr Dossin said this suggested the group had "rejuvenated" the Louis Vuitton brand. Income from champagne and wines, including the Moët Hennessy and Veuve Clicquot brands, rose from FF1.91bn to FF2.35bn on sales up from FF2.11bn to FF2.31bn.

Cognac and spirits fell from FF801m to FF649m on sales virtually flat at FF1.23bn. The group said a 10 per cent increase in cognac sales in the US partly offset the impact of its strategy of reducing inventories in Japan.

Luxury products distribution achieved income of FF1.45bn, up from FF3.91bn to FF1.65bn. It said the impact of DFS on group income from operations was "largely positive".

Bernard Arnault, LVMH chairman, will next month present proposals to merge the group's drinks interests with those of Guiness and GrandMet. He has said he would accept less than the 35 per cent he had sought and would take other steps to calm fears that LVMH would become the controlling shareholder.

EUROPEAN NEWS DIGEST

Chip groups tighten links

Philips, the Dutch electronics group, is to strengthen its technology co-operation with SGS-Thomson of France in the development of manufacturing processes for semiconductors. The two companies, which have collaborated since 1992 in chip making equipment, are today to announce a further three-year agreement in complementary metal oxide semiconductor (CMOS) output.

This is intended to give them the ability to employ circuit elements of 0.18 micron diameter or less, narrowing the gap with US manufacturers. At SGS-Thomson's site near Grenoble, the two jointly developed processes halving transistor width to 0.25 micron, putting these into operation there and at the Philips plant in Nijmegen. A \$250m project backed by the US government, announced this month and involving Intel, Advanced Micro Devices and Motorola, aims to use geometries of less than 0.1 micron.

Philips and SGS-Thomson, which did not specify the extent of their investment, point out that they were among only three of the top 15 world semiconductor makers to grow last year. Pasquale Pistorio, chief executive of the French group, said they aimed at "competing worldwide with best-in-class CMOS processes and thus gain market share of the most promising segments."

Gordon Cramb, Amsterdam

■ TELECOMS

Telia targets Nordic markets

Telia, the Swedish state-owned telecommunications company, hopes to capture 20 per cent of the market in neighbouring Nordic countries following the liberalisation of the European Union telecommunications market next year. Lars Berg, chief executive, said yesterday the group could fund that expansion from internal resources, adding that its balance sheet was strong enough to support a \$K14bn (\$1.82bn) investment programme this year alone.

Told the Finnish business newspaper Kauppalaiti that Telia could use its Unisource alliance with Switzerland's PTT and Koninklijke PTT of the Netherlands as a vehicle for its expansion strategy. Although the alliance faces strong competition from the Global One venture of Sprint of the US, France Telecom and Deutsche Telecom, the Telia chief executive predicted it would break even in 1999.

Tim Burt, Stockholm

■ CONFECTIONERY

Lindt in Italian acquisition

Lindt, the Swiss chocolate manufacturer, yesterday bought Caffarel, one of Italy's oldest family chocolate makers. No financial details of the transaction were disclosed. Although Caffarel is a relatively small Turin company employing 470 people with annual sales of about £60m (\$84.8m), it is one of Italy's best-known quality confectionery brands, famous for its Gianduia 1865 chocolates. The acquisition is expected to be scrutinised by Italian antitrust authorities because Caffarel has the second largest share of the Italian premium brand chocolate market, behind Lindt. The Swiss group is already active in Italy with two plants employing 540. Paul Bets, Milan

■ POLAND

CSFB to advise on bank sale

CSFB, the investment bank, has been chosen to advise the Polish government on the sale of the Pekao SA banking group. The sale of one of Poland's largest banks, which was consolidated last year with three regional commercial banks in Lublin, Szczecin and Lodz, is scheduled for the first half of next year.

CSFB has been charged with selling up to 15 per cent of the bank's equity through a public offer in 1998, followed by a further sale of up to 30 per cent to a strategic investor or a through a public offer the following year. A further 30 per cent stake in the bank is to be devoted to funding Poland's pension reforms, while its 24,000 employees are to be handed up to 30 per cent of the shares next year.

Christopher Bobinski, Warsaw

■ REINSURANCE

Munich Re takes Italian stake

Munich Reinsurance, the world's biggest reinsurer, said yesterday it had signed a letter of intent to acquire a 20 per cent stake in Reale Riassicurazioni, the Italian reinsurer, in a move which would further strengthen its position in the increasingly competitive European market.

The German group, which did not disclose financial details, said it planned to buy the stake from Turin-based Societa Reale Mutua di Assicurazioni by year-end. It said the acquisition gave it the opportunity to further expand its presence in Italy.

Analysts said the purchase, although much smaller than Munich Re's 1996 acquisition of American Re for \$3.3bn, was similar to the US deal in that both companies derived 80 per cent of revenue from their respective domestic markets. Premium income at Reale Ri, which is 90 per cent owned by Reale Mutua and 10 per cent by Unipol, an Italian insurance group, is expected to total about £500m (\$614m) in 1997. In the year to end June, Munich Re recorded profits of DM700m (\$890m) and premium income of DM32bn.

Sarah Althaus, Frankfurt

■ FRENCH EQUITIES

SGS-Thomson promoted to CAC-40

SGS-Thomson shares rose 6.8 per cent in Paris yesterday to close at FF1582, following the announcement that the company would be included in the CAC-40 index of the 40 leading shares on the Paris Bourse from November 12. Bouygues, the construction company, and Pernod Ricard, the drinks group, will leave the index. Their shares fell after the announcement, by 3.9 per cent and 3.2 per cent to close at FF7537 and FF2292, respectively. France Telecom, which is being privatised, will also join the index.

Samir Iskandar, Paris

Worms chief resists Artemis bid

By Andrew Jack in Paris

Worms & Compagnie, the French conglomerate, has sufficient support from its shareholders to resist the FF24bn (\$3.4bn) hostile takeover bid by Artemis, the chairman claimed yesterday.

In an interview with the Financial Times, Nicholas Cliv Worms said he had the support of Ifil, the holding company of the Agnelli family, of Italy, which has a 20 per cent stake in Worms, as well as that of the Worms' shareholders, who control a further 22 per cent.

Together, these two stakes would make it impossible for Francois Phauillet, chairman of Artemis, to reach his stated objective of a two-thirds control of Worms.

The news came as advisers to Mr Pinault yesterday defended the FF10.10 a share offer.

They argued that the price reflected the stagnant performance of Worms shares, even after restructurings at the company last year and earlier this year.

They also argued that their bid took into account the substantial capital gains taxes that would be levied in breaking up the group, and represented a far smaller discount to the value of the net asset of the company than



Nicholas Worms: claims enough support from shareholders to be able to defeat the bid

October 6, and at the same time make an official statement on the Pinault bid.

Before reacting, it is

Sales growth helps Clariant to midway rise

By William Hall in Zurich

Clariant, the Swiss specialty chemical company which took over Hoechst's specialty chemicals business earlier this year, yesterday reported a 53 per cent increase in pro-forma operating profits, to SF1.53m (\$325m), for the first six months of this year.

It attributed the surge to robust sales growth and improved margins.

Sales of the enlarged group rose 21 per cent, or 11 per cent in local currency terms, to SF4.87bn, and operating margins from 8.9 per cent to 10.9 per cent.

All but one of the six divisions increased operating margins, and only two divisions - surfactants and fine chemicals - had margins of less than 10 per cent.

Clariant, which was spun off from Sanofi in June 1995, more than trebled its size this year when it acquired Hoechst's specialty chemicals business.

Although the deal nearly quadrupled Clariant's workforce and left its balance sheet highly geared, the shares have more than doubled since it was announced last December.

Yesterday, analysts got their first indication of whether the "new" Clariant was living up to expectations. Since Hoechst's specialty chemicals business was

part of Hoechst until June, the figures are pro-forma and there is no comparative figure for Clariant's pro-forma net income of SF2.65m.

Clariant, whose shares were issued at SF1.35, closed at a record high of SF1.211 on Monday. Yesterday they fell SF22 to SF1.19, but the decline reflected profit-taking rather than any concern with the results.

The figures confirm that Clariant is bigger than its arch rival Ciba Specialty Chemicals in all but stock market capitalisation.

Clariant's first-half sales are more than 20 per cent higher than those of Ciba and its operating profits and net income are also higher.

Clariant reaffirmed its target of SF500m of cost-savings by 2000, of which half will flow through next year.

Over the next three years its target is to increase its operating margins to 15 per cent, grow its underlying sales by an average 5 per cent a year, or 2 per cent above the market, and reduce its gearing from 140 per cent now to less than 75 per cent.

As part of its cost-cutting exercise it will reduce the number of operating sites by over a quarter to 100 by the end of next year and reduce the number of affiliates from 170 to 121.

Usinor considers Cockerill Sambre link

By Samir Iskandar in Paris

Usinor, the French steelmaker, is considering opening talks with Cockerill Sambre, the Belgian group, on possible co-operation.

If Cockerill Sambre decides to look for a partner, I do not see why we should not be that partner," said Francis Mer, chairman of Usinor.

Jean Gandois, chairman of Cockerill Sambre, said last week the group was studying possible alliances with other European steelmakers.

Their comments suggest further moves toward consolidation among European steelmakers, following this year's merger of the flat

steel businesses of Krupp and Thyssen, of Germany, and the sale to Arbed of Luxembourg's Spanish government stake in Corporacion de la Siderurgica Integral. Usinor was the loser in the CSI bidding.

"Our balance sheet can easily cope with a little more debt," Mr Mer said. "After our Spanish adventure, we are on the road again."

He said that with net indebtedness of FF2.35bn (\$1.01bn) at the end of the first half, Usinor's debt-equity ratio had fallen to a new low of 21 per cent from 29 per cent a year earlier.

Mr Mer forecast the 1997 results would show an improvement from last year, owing to a combination of

higher sales and "reasonable improvement" in steel prices.

Usinor shares rose 3.1 per cent to FF113.9 in Paris, despite a fall in first-half net profits to FF801m from FF833m in the same period last year. Consolidated sales were up 3.1 per cent at FF3.55bn.

Usinor said its results were affected by a FF177m provision linked to the closure of the Unimetal wire mill at Longwy, in north-east France.

The company expects a pick-up in economic activity and the positive effects of a higher dollar to translate into higher second-half results.

Usinor said it had abun-

dant plans to build a steel laminating plant in China.

"We reached the conclusion that we could not create enough value-added to justify the project," Mr Mer said. "But this does not prevent us from seeking other opportunities in China."

British Steel yesterday confirmed it was planning to take a 33.3 per cent stake in Europe, the steel pipes business jointly owned by Mannesmann of Germany and Usinor, wrote Stefan Wagstyl in London and Ralph Atkins in Bonn.

British Steel would put into Europe its two UK plants at Hartlepool and Stockton-on-Tees for making large diameter pipes. The company said that talks, which began more than two years ago, were now "at an advanced stage".

If the deal went ahead, it would mark a further consolidation of the European steel industry, which has in the last 10 years undergone several significant mergers. Europe was itself formed from the merger of Usinor and Mannesmann's pipes businesses in 1990.

Europe, which had a turnover of DM1bn (\$656m) last year, specialises in large diameter welded pipes used in transporting oil, water and sewage, and in process industries.

It has facilities in Mülheim in Germany, Dunkirk in France and Panama City.

23rd September, 1997

Jardine Strategic Holdings Limited

Notice to the holders of International Depositary Receipts ("IDRs") evidencing Convertible Cumulative Preference Shares of US\$800 each ("Convertible Preference Shares") in the capital of Jardine Strategic Holdings Limited ("JSH").

Barclays Bank PLC, as Depositary (the "Depositary") in respect of the IDRs evidencing Convertible Preference Shares issued pursuant to the Deposit Agreement dated 7th May, 1992 (as amended) between JSH and the Depositary, hereby gives notice to holders of IDRs in accordance with Condition 24 of the terms and conditions of the IDRs that on 10th September, 1997 JSH issued a Compulsory Conversion Notice (as defined in the Bye-Laws of JSH) calling for the compulsory conversion of all the outstanding Convertible Preference Shares, on 10th October, 1997, into fully paid ordinary shares of JSH ("Ordinary Shares").

Holders of IDRs must surrender their IDRs (together with all coupons appertaining thereto except for any maturing on or before 10th October, 1997) at the office of the Depositary specified below, accompanied by a duly executed conversion notice, in such form as is approved by and available from the Depositary at its office.

Specified below is the "Advice" requesting the Depositary to cause the Ordinary Shares issuable on conversion of the Convertible Preference Shares evidenced by such holders' IDRs to be delivered as requested in the Advice, together with a bankers' draft for any transfer taxes arising in any jurisdiction other than Bermuda on the issue or registration of the new Ordinary Shares (although no such taxes are currently anticipated). Upon surrender of IDRs (accompanied by the other documents required to be delivered as stated above) the Depositary shall as directed in the Advice arrange for the new Ordinary Shares issued on conversion of the

Convertible Preference Shares to be delivered either:

(a) registered in the name(s) of the person(s) designated in the Advice and the share certificate in respect thereof to be delivered at the Depositary's office specified below or (b) at the request and risk of the holder of IDRs concerned to the registered address of the holder of the new Ordinary Shares; or

(b) to be credited to the account of a designated Depositary Agent in the Central Depository System of The Stock Exchange of Singapore Limited as specified in the Advice.

If any holder of IDRs fails to deliver to the office of the Depositary specified below his IDRs accompanied by the documents required to be surrendered as referred to above, by no later than 3.00 p.m. (London time) on 8th October, 1997, the new Ordinary Shares issuable on conversion of the Convertible Preference Shares evidenced by such IDRs shall be issued but neither JSH nor the Depositary will be under any obligation to deliver the new Ordinary Shares nor will the new Ordinary Shares carry any rights to vote or receive any dividend by reference to a record date which falls before the relevant IDRs and accompanying documents shall have been surrendered.

By order of
Barclays Bank PLC as Depositary
8 Angel Court
Throgmorton Street
LONDON
EC2R 3HT

23rd September, 1997

COMPANIES AND FINANCE: INTERNATIONAL

Brewing row puts Czech regulators in spotlight

Bass and IPB are each hoping that the competition authorities will back their plan for the republic's second biggest brewer

The Czechs are being treated as a corporate media war over Radegast, the country's second biggest brewer, courtesy of IPB, the Czech bank, and Bass, the UK brewer.

This month Bass, which owns the Republic's third largest brewer and has a 33.4 per cent stake in Radegast, responded to rumours of an impending merger between Radegast and Pilsen's Prazdroj, the market leader, by warning of the dominant market position this would create. IPB replied by confirming that the two companies, in which it has majority stakes, were discussing a merger.

This week both companies offered to buy the other's stake in Radegast, and yesterday Graham Staley, head of Bass in the Czech Republic, and Libor Prochazka, deputy head of IPB, gave long interviews to Czech newspapers.

Bass's move seems also to have prompted IPB to offer to buy out the minority shareholders in Prazdroj.

But whatever happens, Bass's long-held dream of merging Radegast with its 55 per cent-owned Prague Breweries seems to have been dashed.

The proposed merger of Radegast and Prazdroj would create a brewer controlling about 40 per cent of the Republic's production and an important regional business. It would ultimately be owned by Nomura, the Japanese investment bank, through its control of IPB.

Nomura further signalled its determination to expand in the sector this week with the £1.2bn (\$1.9bn) acquisition of two UK pub chains.

from Foster's, of Australia, and Grand Metropolitan, of the UK.

Meanwhile, investigating the deal's merits will test the Czech competition office. The affair is already being scrutinised for what it reveals about the country's attitude to foreign investors, the opaque links between certain companies and the government, and minority shareholders' rights.

Early indications are that Bass has chosen to fight the merger. It owns more than one-third of Radegast's shares, so it can block a full tie-up, but it is counting on the country's competition office to reject a strategic alliance.

Bass last week formally complained to the competition office, saying the merger had in effect already taken place.

Mr Staley says: "Forty-nine per cent and 14 per cent [Bass's estimated market share] is not competition. No one will be able to compete equally with the market leader."

The competition office says its investigation will weigh the effects of the deal on small brewers, a matter of great concern to a nation that likes its beers.

However, analysts believe it may shy away from confronting a bank with close contacts with the government, and accept that the move would benefit underperforming Czech beer exports.

Vojtech Kraus, of ING Barings, says the office has "never really had to deal with a situation like this. I would be surprised if they block the merger".

The setback to Bass's expansion plans hurts most,

because the Czech Republic

bad been the focus of its European investment drive.

The country offered a large domestic market - Czechs have the highest per capita consumption in the world, at 159 litres a year - a scattered brewing industry ripe for consolidation, and beers that could be exported across Europe.

The UK's biggest investor in the Czech Republic, Bass first invested there in 1984, in Prague Breweries, which it merged early this year with two smaller breweries to create a group with capacity of 3.5m hectolitres. It produced 1.2m hl in the first half of 1997, a 2 per cent fall, but higher prices lifted turnover 6 per cent to Kcs1.6bn (\$48m).

However, as Mr Staley concedes, "returns are not adequate yet" and it has yet to register a profit. First-half operating losses were Kcs15.5m and its investment programme has left it heavily

burdened with bad loans, indirectly owns 65.8 per cent of Prazdroj and 55.5 per cent of Radegast. It believes that combining the groups will maximise share value.

However, both Nomura

and IPB deny the brewing

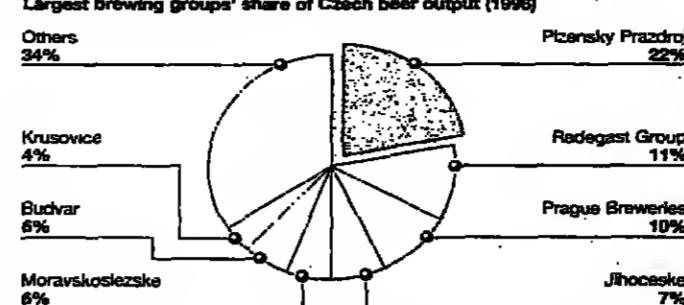
stakes are being lined up for

sale to a foreign brewer, such as Kirin, of Japan.

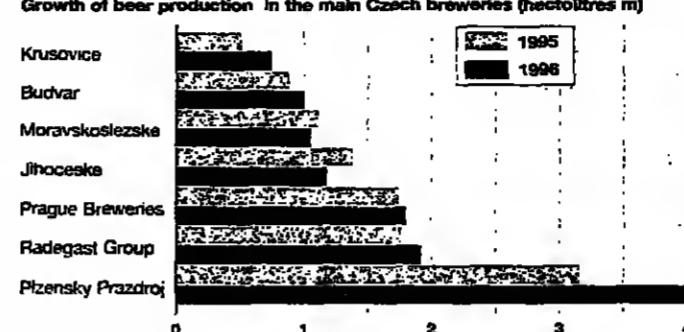
Indeed, Mr Prochazka says

Sobering statistics

Largest brewing groups' share of Czech beer output (1996)



Growth of beer production in the main Czech breweries (hectolitres m)



Source: Czech Beer and Malt Association



the group does not need a foreign partner to succeed: in fact it is looking to take over more foreign breweries, and some deals are "already in the pipeline".

Analysts say Prazdroj, which is heavily indebted, would benefit from the merger because its top selling domestic brand, Gambrinus, would no longer be

pressed by the Radegast premium brand.

Vladimir Perina, head of Prazdroj, says the company, which produced more than 1m hl last year and has an estimated 26 per cent market share, must expand.

"We must control at least 10m hl of beer. If not, we will only remain a domestic producer," he says.

However, apart from access to the market leader's distribution network, it is not clear what Radegast has to gain.

One executive says he fears that the deal "would pump up the shareholder value of Prazdroj at the expense of Radegast" and that the company's export ambitions might be curtailed. Analysts are also sceptical.

Mr Kraus says: "If I was a shareholder of Radegast, I would prefer them to co-operate with Prague Breweries. They are a better fit and would help them export."

Robert Anderson

Bertelsmann seeks approval for pay-TV pact

By Frederick Stüdemann in Gütersloh

Bertelsmann, the world's third-biggest media group, yesterday vowed to step up its campaign to convince German and European cartel authorities to approve its proposed alliance with KirchGroup and Deutsche Telekom to develop digital pay-TV in Germany.

The move follows increasingly sceptical noises from the German cartel office about the deal, and threats from the country's public sector television network to mount a legal challenge to the alliance. Opponents argue the tie-up discriminates against other broadcasters.

In June, Kirch and Bertelsmann ended a year-long battle for dominance in pay-TV by pooling their digital interests in Premiere, a pay-channel. Deutsche Telekom later agreed to provide the technical platform and decoding access for the venture.

Mark Wössner, Bertelsmann chief executive, said yesterday co-operation between the three companies was necessary to meet the significant start-up costs for digital pay-TV. If the deal, which has not yet been formally registered with the European Commission, was blocked, the market itself "just would not exist".

The focus on digital pay-TV is part of an overall shift at Bertelsmann into



Mark Wössner: start-up costs will be 'significant'

electronic and new media activities, which was underscored earlier this month by the acquisition of CompuServe, the US online services company, by America Online. Bertelsmann owns 5 per cent of the AOL parent company in the US and 50 per cent of AOL Europe.

In the 1996-97 fiscal year, electronic and new media business accounted for 35 per cent of group turnover. Bertelsmann says that figure will be 45 per cent by 2000.

Group sales rose 4 per cent to DM22.4bn (\$12.5bn). These did not include figures from CLT-Ufa, which has a turnover of roughly DM5bn and pre-tax profits of DM400m. Operating profits were up 5 per cent to DM1.6bn while net income increased 13 per cent to DM1.02bn.

Athens-FTSE index

By Karin Hope in Athens

The Athens stock exchange joins forces today with FTSE International to launch a real-time equities index, designed to attract foreign institutional investors and support the launch next year of derivatives trading in the Greek market.

The FTSE/ASE-20, to be quoted alongside the existing Athens general index, covers the 20 biggest and most liquid Greek stocks. These include banks, the partially privatised state telecommunications operator and a handful of industrial and manufacturing companies popular with international investors.

Professor Manolis Xanthakis, bourse chairman, said the new index was

designed to "facilitate life for an increasing number of international institutions that are responsible for a quarter to a third of daily transactions in Athens, mainly in blue-chip stocks with good liquidity".

Most of the 200 companies listed on the Athens market have a small capitalisation or are family controlled. Prof Xanthakis said the free float was gradually increasing, but still amounted to only 20 per cent of total market capitalisation of Dr10,600bn (\$37.5bn).

The ASE/FTSE-20 index will be operated by the Athens bourse authorities and audited by the London-based FTSE group, which calculates about 2,500 indices daily, including 80 on a real-time basis.

Sponsored by

COMMERCIAL BANK OF GREECE

INTRACOM
HEAVY EQUIPMENT
& ELECTRONIC INDUSTRY

NATIONAL BANK
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OTE

A winning index for Athens

Introducing
FTSE/ASE 20 - an
index to support
derivative trading.

A basket of the top 20 stocks
representative of ASE performance
and suitable in the future to support
derivative trading.

The index has impeccable credentials -
it has been developed by FTSE
International, and will be calculated
by The Athens Stock Exchange.

The index represents a winning move
for those who want to participate in the
newly Emerging Market in the FTSE

COMPANIES AND FINANCE: THE AMERICAS

Morgan Stanley beats estimates

By Tracy Corrigan
in New York

Morgan Stanley, Dean Witter, Discover has started a marketing campaign to convince some of its 40m Discover credit-card holders to buy shares through its internet brokerage business, recently renamed Discover Brokerage Direct, writes Tracy Corrigan.

Discover Brokerage said it was sending direct mail-shots to a pre-screamed section of Discover card holders, starting this month. Market research found that the value focus of the Discover brand was most likely to appeal to potential users of internet brokerage, while Dean Witter brokerage

customers were more keen on service.

The San Francisco-based internet brokerage, formerly called Lombard, was acquired by Dean Witter last December.

"It's a window on one possible way the [internet brokerage] industry may evolve," said Raphael Soifer, securities industry analyst at Brown Brothers Harriman.

Discover Brokerage Direct earned revenues of \$5m in the third quarter, up 13 per cent from a year ago. However, it reported \$4,000 internet trades in August, nearly treble the volume nine months earlier.

in the provision for loan losses relative to the previous year.

Mr Scott said that there were mixed signals from the credit card business on the bad debt cycle, with the net charge-off rate showing a fall since the previous quarter, but the delinquency rate showing a rise.

"We have tried to raise the crossover on credit quality" in the last year, he said.

The asset management side of the business produced record net income of \$185m, up 153 per cent from the previous year.

Retail assets - managed mainly under the InterCapital and Van Kampen brands - rose \$12m for the quarter to \$165m, helped by sales of mutual funds through the retail brokerage network.

To the holders of the Company's outstanding

SAEHAN MEDIA CO., LTD.

(Incorporated in the Republic of Korea with limited liability)

Convertible Bonds due 2003

US\$30,000,000 1 1/2 per cent.

(Redeemable at the option of the Bondholders in 1997 or 1999 ("the Bonds")

Notice to Bondholders of the modification of the Terms and Conditions of the Bonds

NOTICE IS HEREBY GIVEN that:

- (i) SaeHan Media Co., Ltd. (the "Company") has, pursuant to Condition 12(B) of the Bonds and with the agreement of Bankers Trust Company Limited, the Trustee for the Bondholders, the Trustee and the Company, the Supplemental Trust Deed dated 25 September 1997, entered into by the Company and the Trustee (the "Supplemental Trust Deed");
- (ii) Condition 4(A) of the Bonds has been modified to increase the interest borne by the Bonds to 7 per cent per annum as from 4th October, 1997 to 4th October, 1999, so that the effective interest payable on the Bonds on the Interest Payment Date occurring on 31st December, 1997, 1998 and 1999 will be 3.0042 per cent per annum, 7 per cent per annum and 3.458 per cent per annum, respectively;
- (iii) Under Condition 7(D) of the Bonds, Bondholders may exercise their right to require the Company to redeem the Bonds on the 1999 Put Option ("the 1999 Put Option"), subject as provided in the Terms and Conditions of the Bonds by, completing, signing and depositing at the specified office of a Paying Agent during normal business hours of such Paying Agent not less than 20 nor more than 30 days prior to 4th October, 1997 a notice of redemption in the form for the time being current issued by the Paying Agent;
- (iv) In order to provide Bondholders with greater flexibility as regards their holdings of Bonds, Condition 7(D) of the Bonds has been modified to permit Bondholders to require the Company to redeem the Bonds on the 1999 Put Option ("the 1999 Put Option") on terms identical in all respects to the 1997 Put Option except that the relative redemption date shall be 4th October, 1999 and the relative redemption amount ("the 1999 Put Price") shall be calculated by Daewoo Securities Co., Ltd. in accordance with the following formula:

$$P2 = \left(1 + \frac{r}{100} \right)^2 \left(P1 + \left(C1 \times \frac{274}{360} \right) - \frac{\left(C2 + C3 \right)}{\left(1 + \frac{r}{100} \right) \times \frac{274}{360}} \right) - SC$$

Where:
P2 = 1999 Put Price (expressed as a percentage of principal amount of the Bonds and rounded off to three decimal places);

P1 = 1997 Put Price [149.551% of the principal amount of the Bonds];

C1 = 1.75%;

C2 = %;

SC = The number of days from the 1997 Put Date (4th October 1997) to the next Coupon date;

P = (y-1) to be calculated on a 360 days per year basis as described in Rule 251.1 and Rule 803.1 of the Rules and Recommendations of the International Securities Markets Association (or any substitute or successor thereof) and expressed as a percentage;

s = Spread of 2%;

y = Yield on the Reference 2 year U.S. Dollar LIBOR swap rate.

The Yield on the Reference 2 year U.S. Dollar LIBOR swap rate for the purposes of y above, will be determined by Daewoo Securities Co., Ltd. on the following basis:

- (a) The "Yield" will be the offered 2 year U.S. Dollar LIBOR swap rate which appears on the display designated "GOTD" on the Reuters monitor (or such other page or service as may replace it for the purpose of displaying the offered rates) on such Reference 2 year U.S. Dollar LIBOR swap rate occurring on or after 10.00 a.m. (Hong Kong time) on the Determination Date;
- (b) "Business Day" means a day on which Banks and financial markets are open for business and on which dealings in foreign currency may be carried out in London and New York City;
- (c) "Determination Date" means 18 September 1997.

- (d) The 1999 Put Price shall be notified to Bondholders in accordance with Condition 14 of the Bonds, as soon as is reasonably possible after 18th September, 1997 but in any event, not later than the fifth London business day thereafter;

- (e) In addition, Condition 7(D) of the Bonds has been modified to permit notices of redemption to be revoked with the written consent of the Company.

- (f) Any Bondholder wishing to revoke such notice of redemption must deposit a notice of revocation at the office of the Paying Agent where such Bondholder's notice of redemption was deposited and obtain the written consent of the Company. Any such notice of revocation must be deposited at the office of such Paying Agent during normal business hours of such Paying Agent but in any event no later than 5.30 p.m. (local time of the City where the relevant Paying Agent is located) on 29th September, 1997 as regards the 1997 Put Option and 28th September, 1997 as regards the 1999 Put Option.

- (g) Under Condition 7(B) of the Bonds, the Company may redeem some or all of the Bonds (the "Company's Call Option"), subject as therein provided, of their principal amount, provided, however, that no such redemption may be made prior to 4th October, 2001 unless the Closing Price of the Shares as determined in accordance with the Terms and Conditions of the Bonds, for each of 20 consecutive trading days, the last of which occurs not more than 30 days prior to the date upon which notice of such redemption is published, is at least equal to the same percentage of the Conversion Price in effect on the trading day in question as the 1999 Put Price's percentage of the principal amount of the Bonds. The Company's Call Option can only be unconditionally exercised from and including 4th October 2001.

- (h) Bondholders should note that in certain circumstances the Bonds may be redeemed by the Company at their principal amount prior to 4th October, 1999.

- (i) To increase the amount at which Bonds become due and payable, on a notice of default being given to the Company under Condition 9 of the Bonds, Condition 9 has been modified so that upon such event the Bonds will become due and payable at the 1999 Put Price (rather than par as previously) together with interest accrued as provided in the Supplemental Trust Deed;

- (j) The Trustee, being of the opinion that such modifications are not materially prejudicial to the interests of the Bondholders, concerned with the Company in making the proposed modifications;

- (k) Bondholders who have exercised their option to have Bonds redeemed on 4th October, 1997 and who are to receive a redemption may do so by depositing a notice of revocation at the office of the Paying Agent with whom the relevant notice of redemption was deposited at any time on or later than 5.30 p.m. (local time of the City where the relevant Paying Agent is located) on 29th September, 1997. The preceding sentence serves as the written consent of the Company to such revocation as required by the Supplemental Trust Deed;

- (l) The Company intends to enter into a Fourth Supplemental Trust Deed to further modify the Terms and Conditions of the Bonds and it is intended that such modifications shall amend the formula by which the 1999 Put Price is calculated to result in a higher 1999 Put Price than that calculated by the formula set out in paragraph (i) of this notice and (ii) allow the Company, at its option, to purchase Bonds in respect of their option to require the Company to redeem the Bonds under Condition 7(D) of the Bonds. Details of these modifications will be published in a notice to Bondholders to be published in this newspaper no later than 25th September, 1997.

- (m) It is for the Bondholders to decide whether the 1999 Put Price adequately compensates them for deciding not to exercise the 1997 Put Option. All Bondholders contemplating taking any action in respect of the matters contained in this Notice should seek independent advice as to their tax position and, if in doubt, should also seek independent financial advice.

- (n) Copies of the final form of the Supplemental Trust Deed are available for inspection at the offices of the Principal Paying Agent and the paying agents set out below:

PRINCIPAL PAYING AGENT
Citicorp, N.Y.
336 Strand
London WC2R 1HBPAYING AND CONVERSION AGENTS
Citicorp, N.Y.
Boulevard Anspach, 263G
B-1050 BrusselsCiticorp Investment Bank
(Switzerland)
53 Bahnhofstrasse
CH-8021 ZurichSeptember 24, 1997, London
By Citicorp, N.Y. (Corporate Agency & Trust, Agent Bank)

CITIBANK

September 24, 1997, London
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COMPANIES AND FINANCE: ASIA-PACIFIC

Prescott wins backing of BHP chairman

By Elizabeth Robinson
in Sydney

Jerry Ellis, chairman of BHP, the Australian resources group, reaffirmed his confidence in John Prescott, managing director, after a "challenging" year in which the company lost three senior directors, wrote off nearly A\$1bn (US\$720.5m) from its assets, announced the closure of its Newcastle steelworks and underestimated costs at a plant by about A\$1bn.

Speaking at the shareholder

ers' meeting, Mr Ellis said: "We are going to come through this slump and Mr Prescott is going to lead us."

On Friday the company announced worse-than-expected first-quarter profits of A\$285m.

Mr Ellis also stressed the board was committed to increasing shareholder value. Earlier this week National Australia Bank replaced BHP as the country's biggest company by market capitalisation on the Australian Stock Exchange.

He said that Mr Prescott was now driving for higher

higher yesterday at A\$15.89. Shareholders demanded to know more about the cost overruns at the company's Hot Briquetted Iron plant in Western Australia, which BHP said last week would cost A\$1bn more than planned.

Mr Ellis also stressed the board was committed to increasing shareholder value. Earlier this week National Australia Bank replaced BHP as the country's biggest company by market capitalisation on the Australian Stock Exchange.

He said that Mr Prescott was now driving for higher

standards of management, including greater performance-related incentives. Two of the directors who departed in August had been connected with the BHP plant.

BHP was also questioned on unlocking value by splitting up the group, a move which had been supported by the head of the petroleum division, who also left in August. However, Mr Ellis said: "There is more shareholder value in BHP combined than separated."

He did not doubt that the

spin-off proposal would come up again and did not rule out considering it, but said "the outcome is likely to be that we are better in the current structure than the alternative".

The chairman said the company was increasing its exposure to copper, which now makes up 17 per cent of total revenues, compared with 2 per cent 10 years ago. Last year BHP had to write off nearly A\$1bn in respect of its Magna North American copper assets, which had been acquired for A\$3.2bn.

Mr Ellis admitted that the write-off was "to reflect lower than expected reserves". In short, we paid a high price for Magna," he said.

He added that demand for copper was growing at 3.4 per cent a year, and that the business would "add to shareholder wealth over the medium term".

On Sunday, Mr Prescott warned that projected low copper prices were likely to depress earnings in the copper division for at least three years.

By Peter Marsh in Taipei

would involve Acer making in Europe electronic subsystems within computers which often have to be changed every few months to cater for developments in technology and demand.

Acer's plans underline the rapid changes in the personal computer industry, where its main rivals are US companies such as IBM and Compaq.

With the industry expanding at up to 20 per cent a year, companies have to set up manufacturing sites close to the main markets while investing in design facilities at the plants so they can make necessary adjustments to the building blocks inside their machines.

The

company, one of the world's top 10 makers of branded personal computers, wants to expand its share of the market from 3 per cent to 5 per cent by the end of the century.

Acer makes \$3bn worth of branded personal computers a year. It also makes a further \$1.5bn of unbranded computers a year. These are sold to suppliers which sell them under their own name. Acer has doubled its computer sales since 1994 and rapidly expanded its network of production units.

Three years ago it had just one full-scale personal computer factory in Taiwan, but has since added another in the Philippines and is expecting to complete two more within the next 12 months in China and Mexico.

It is also considering building at least three more assembly sites - in Singapore, Brazil and Mexico - to add to its current assembly operations in Japan, the US, Canada as well as the Netherlands.

Acer's biggest market for computers is in the US, where it generates 35 per cent of sales. The company is also strong in southeast Asia.

Personal computers make up the biggest share of Acer's sales. This year the company expects to have total turnover of about \$6.7bn.

Acer also makes semiconductors and telecommunications products.

Acer considers manufacturing in Europe

Struggling for form on home ground

As their exports surge, Japanese carmakers have been hit by a slump in domestic demand

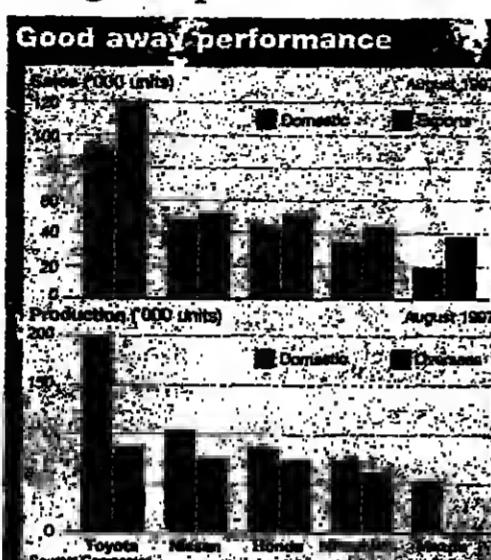
Matching supply with demand is proving a headache for Japan's automotive companies.

While overseas sales reach record levels, domestic demand is proving unexpectedly uneven. The result is that most groups have the wrong product mix and are caught between a shortage of export models and a build-up of domestic inventory.

In terms of export figures alone, this should be a record year for Japan's automotive groups. Thanks to the yen's weakness against the dollar, and the strength of the US economy, overseas business is surging. Honda's August exports doubled year-on-year to 52,067, while exports to the US were up 148 per cent. Mazda, Nissan and Toyota posted export growth of 61 per cent, 29.3 per cent and 27.9 per cent, respectively.

In fact, export growth could have been even better, analysts claim. Some companies may actually be holding back US sales for fear of a large increase in the trade surplus and the political furor that would follow.

True, Honda has surged in the US, says Edward Brogan, automotive analyst at Salomon Brothers in Tokyo, but that is because it feels politically secure, given its heavy investments in the Nafta region and the high level of



locally-sourced parts in the vehicles made there.

Toyota, on the other hand, is showing remarkable restraint, says Mr Brogan. Its export growth was the lowest of the big five Japanese manufacturers, and it actually scaled down production in August. "They are about to start up significant capacity in North America over the next few years. The last thing they want is to run into political problems."

But while the export outlook appears almost too bright, domestic demand remains in the doldrums. The run-up to the rise in sales tax, imposed in April,

now looks to have created an artificial increase in demand, as consumers rushed to beat the tax increase. The annual rate of new car sales plummeted from 8m a year in March to just 5.6m a year in April.

Manufacturers were caught on the hop. Over the following months inventories ballooned as much as 30 per cent, says Matthew Rudnick, automotive analyst at HSBC Capel.

Worse, while many companies were unable to shift domestic stock, they discovered they were short of export models. The tax increase not only hit harder than expected,

but the subsequent pain lasted longer than anticipated. From year-on-year growth of 12.4 per cent in March, sales dropped 12.7 per cent in April, 9.4 per cent in May, 5 per cent in June and 10.1 per cent in July. August data have not yet been released, but are likely to show a continued decline.

Last month, Toyota and Mitsubishi Motors reacted by cutting back domestic production. Nissan has also been limiting output, says Kaoru Kurata, automotive analyst at Goldman Sachs in Japan. A number of groups cut overtime and Saturday working.

Not all carmakers have suffered equally, however. Mazda's domestic sales were up last month, though Mr Brogan says that is mostly accounted for by one new product and by the fact that its performance last year was so poor.

Mitsubishi Motors is also struggling. It previously dominated the rapidly expanding recreational vehicle market, but this now appears saturated and margins have fallen as competitors have launched rival models.

The exception is Honda, whose August domestic sales

were down only 2.1 per cent despite its performance last year also being good. A series of product launches have helped it capture market share, and the company is sufficiently confident of demand that it has recently started a second shift at its plant in Sayama, west of Tokyo, says Mr Brogan.

Honda's shares, buoyed by the company's heavy exposure to international markets and its relatively strong position domestically, yesterday hit an all-time high of Y4,280.

The question for the other automotive groups is whether domestic demand will return to the trend before April's tax rise, or whether the trend itself has changed. Year-on-year comparisons will probably continue to fall because the sales were so strong last year, concedes Mr Ruddick, at HSBC James Capel.

In the meantime, much will depend on Tokyo's motor show in October. September sales could continue to plunge because manufacturers are already advertising products due to be launched at the show in October.

However, expectations for the show are exceptionally high, warns Ms Kurata at Goldman Sachs. "There's not much room for disappointment," she adds.

Paul Abrahams

This announcement appears as a matter of record only.

July 1997

This announcement appears as a matter of record only.

July 1997

A consortium led by UNEXIM Bank has acquired

25% plus one ordinary share of

OAO Svyazinvest

for \$1,875,040,000

The undersigned acted as financial advisors and underwriters

Renaissance Capital Group
Limited

Deutsche Morgan Grenfell

Deutsche Morgan Grenfell

Arranger

Renaissance Capital Group
Limited

Co-Arranger

Deutsche Bank AG

Agent Bank

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Unsecured Term Bridge Loan Facility



COMPANIES AND FINANCE: UK

Siebe in £193m US controls purchase

By Andrew Edgecliffe-Johnson and Niki Tait in Chicago

Siebe, the engineering company, yesterday announced a £193m (\$310.7m) US acquisition to expand its appliance controls division, alongside plans for coo-cos disposals.

The cash purchase of the appliance control operations of Eaton Corporation, a supplier to the Midwest automotive industry, comes four months after Siebe's £327m acquisition of APV, the process equipment company.

Allen Yurko, chief executive, said: "This will give us enough to chew on for the next six to nine months."

But he hoped to grow further in south-east Asia when the opportunity arose.

The latest purchase, combined with the sales, would lift earnings and "maintain the group's strong balance sheet", he said, leaving interest cover at about eight times and gearing just over 50 per cent.

The businesses being bought made operating profits of £19.4m on sales of £272.5m in the year to June. Net assets were £129.8m.

Mr Yurko added that, after restructuring costs of £10m-£15m, "significant integration benefits" were expected.

The businesses put up for sale had combined sales of £115m last year, and were profitable. They included the garage equipment operations and Wells Electronics, a semiconductor maker. Siebe had already received several approaches.

Eaton stressed that its slightly larger automotive controls business was not part of the sale.

RESULTS

	Turnover (£m)	Pre-tax profit (£m)	EPS (p)	Current payment (p)	Date of payment	Dividends corresponding dividend	Total for year	Total net year
Active Imaging	6 mths to June 30	1.95 (2.22)	2.8941	(1.57)	15.886	(13.95)	-	-
Arcoleather	6 mths to June 30	7.56 (6.78)	0.470	(0.28)	5.77	(2.94)	0.809	Nov 19 0.735
Burford	6 mths to June 30	1.33 (2.03)	0.203	(0.16)	0.3	(0.16)	0.25	Nov 4 0.25
British Biotech	3 mths to July 31	0.27 (0.27)	0.022	(0.02)	1.41	(1.11)	-	-
British	6 mths to June 30	106.5 (110)	7.94	111.1	1.45	11.1	1.22	Nov 25 -
BSM	6 mths to June 27	12.7 (12.8)	1.32	(0.519)	4.24	(0.75)	2.53	Nov 4 2.53
CLS	6 mths to June 30	15.8 (15)	5.91	(4.5)	4.47	(4.1)	2.3	Nov 29 -
Ewart	14 mths to June 30	14.9 (7.06)	2.62	(1.8)	8.18	(4.4)	0.8	Nov 4 0.75
Freepost Leisure	Yr to June 28 *	6.25 (6.73)	1.71	(1.07)	8.21	(5.18)	0.5	Jan 7 -
Guinness	6 mths to June 30	2,030 (2,048)	372	(357)	1,538	(124)	4.92	Oct 28 4.55
Headway	Yr to June 30	21.1 (19.3)	1.41	(1.01)	6.4	(4.7)	0.96	Nov 13 0.6
Hodder Headline	6 mths to June 30	36 (40.3)	1.32	(0.519)	2.5	(1.1)	2.2	Nov 12 -
Lendo	Yr to June 30	3.9 (1.38)	1.23	(0.097)	8.3	(1.15)	2.5	Nov 4 0.4
Metabrik	6 mths to June 30	50.9 (47.7)	5.73	(5.02)	3.1	(2.7)	1	Oct 31 0.81
PizzaExpress	Yr to June 30	71.1 (44.3)	16.2	(10.2)	20.1	(13.8)	2.5	Nov 12 2
Prudential	6 mths to June 30	21.9 (35.2)	2.8	(2.5)	2	(1.4)	-	-
Rutledge Park	6 mths to June 30	67.1 (61.6)	7.48	(7.1)	2.16	(1.71)	0.45	Nov 26 -
Secure Trust	6 mths to June 30	5.27 (5.27)	0.51	(0.41)	2.3	(2.1)	-	-
Secure Farming	6 mths to June 30	3.94 (2.62)	0.77	(0.51)	6.84	(5.23)	-	Nov 7 -
Simco	6 mths to June 30	119 (165.8)	3.9	(3.7)	1.3	(0.9)	-	-
Southern News	6 mths to June 30	105.4 (105.8)	14.19	(10.4)	51.83	(56.11)	15	Nov 11 13.25
Tarmac	6 mths to June 30	5.63 (2)	3.65	(5.31)	0.271	(3.31)	-	-
Stockbourne	Yr to Mar 31	42 (1.28)	3.65	(5.31)	2.5	(4.8)	3	Dec 3 3
Vanguard Medical	6 mths to June 30	(-)	9.94	(3.66)	41.1	(22.1)	-	-
Winchester Multi	Yr to Mar 31	0.831 (3.05)	1.411	(1.91)	12.41	(18.7)	-	-
Wolverhampton Rishi	6 mths to June 30	42 (43.4)	3.62	(2.63)	29.51	(21.9)	10	Nov 11 9.5
Woodchester Lms	6 mths to June 30	(-)	25.1	(21.4)	8.73	(7.41)	3.16	-
								7.85

Earnings shown basic. Dividends shown net. Figures in brackets are for corresponding period. After exceptional charge. After exceptional credit. After increased capital. [†]After reduced capital. [‡]Comparatives restated. [§]Foreign income dividend. [¶]Includes RD element. ^{**}Includes 0.5p special. After adjustment for scrip issue. ^{**}Non stock. [¶]Irish currency.

Property group to sell non-UK assets and redistribute £300m of proceeds

MEPC launches strategic overhaul

By Norma Cohen,
Property Correspondent

MEPC, the UK property company, is to sell off its assets outside the UK and distribute at least £300m (£483m) of the proceeds to shareholders as part of an overhaul of its strategy.

It will also cut its dividend by up to 40 per cent - from its current level of 20p per share - from the beginning of October 1998.

The assets to be sold are a US shopping mall chain and its Australian property portfolio, which together were

last valued at about £1bn. The company is believed to be considering a flotation of its Australian business and a trade sale of its US operations.

The company has been under pressure from shareholders to improve its performance which has lagged far behind the property sector.

Investors said yesterday that they broadly welcomed the move, but expressed concern that MEPC reinvest its sale proceeds judiciously.

"I think this has probably saved the management's neck," said one institutional

investor. "But it really depends on the execution of the strategy. The biggest risk is that they pay too much to reinvest in the UK."

MEPC's shares have moved up steadily over the past week and yesterday they closed 4p higher at 96p.

The company had previously defended its international diversification and resisted calls for a reduction in the percentage of profits it distributes as dividends.

In an effort to bolster returns, it has held talks about a prospective merger

with two competitors, Hammersmith and Burford Holdings, and approached shareholders in a third, Greycourt, about a possible acquisition.

James Tuckey, chief executive, acknowledged the need to exercise caution when investing in the rising UK property market.

"If we can't find the right investments in the cycle is already more advanced than we have believed then we will return even more of that money to shareholders," he said.

After repaying debts associated with the international

portfolio, sales - at book value - would generate cash of £568m.

The properties represent

30 per cent of MEPC's net assets but 48 per cent of its 1996 after-tax earnings before exceptional charges.

MEPC said it had not yet

decided how it would distribute the £300m to shareholders, but it is believed to be considering issuing preference shares as a scrip issue.

If these are repurchased by the company at nominal value, they will not attract advance corporation tax.

Who says an old dog can't learn new tricks? After years in the doghouse MEPC is making a determined dash for freedom. Whether it would have done so without first feeling the intense heat of shareholder disapproval is doubtful. Still, it would be churlish to deny that the company is edging towards a coherent strategy, something previously only dimly discernible. The decision to get out of the US and Australia and concentrate on the UK is logical. It was always doubtful whether value could be added in distant markets, and focusing on the UK makes good sense with the current recovery still having some way to run.

More interesting, though, are the financial steps. The promise to return "not less" than £300m of disposal revenues to shareholders effectively precludes MEPC from wanton acquisitions. And armed with this assurance, investors are probably more likely to give the management the benefit of the doubt should it receive hostile attentions. Releasing the dividend at a more sustainable level is also an important further step towards putting the company on a sustainable financial footing. Previously, an excessive pay-out and costly debt structure hampered its ability to develop a decent portfolio.

The current financial structure will improve the company's chances of increasing its net asset value, which should drive the share price. But until the management proves it can not only articulate a strategy but also deliver on it there are safer bets elsewhere.

LEX COMMENT

MEPC

MEPC

Share price relative to the

FTSE Property Sector

110

105

100

95

90

85

80

75

70

65

60

55

50

45

40

35

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15

10

5

0

1985 86 87 88 89 90 91 92 93 94 95 96 97

source: Datastream/ICV

High spirits: Tony Greener, chairman, strides out alongside Johnnie Walker from bottles of Guinness's whisky brand

NEWS DIGEST

Reshaped Tarmac back in the black

A rising UK construction market helped to lift pre-tax profits at Tarmac to £28.6m (£82.1m) in the first half of 1997. This compared with a £53.3m loss last time after the group took a £65m restructuring charge following its £200m asset swap with George Wimpey.

Neville Simms, chief executive, said operating profits - excluding the impact of the previous year's restructuring charge - had more than doubled to £59m (£23.6m). The profits improvement was assisted by annual savings of £40m from the cost reduction programme launched after the swap.

UK quarry products, benefiting from increased sales volume and prices, lifted operating profits by 64 per cent to £43.3m US aggregate profits, however, dipped to £10.1m (£11.6m) on lower sales of £136m (£149.7m). This reflected pricing pressures in Florida, the sale of some former Wimpey businesses and the first inclusion of the loss-making winter period from Canadian businesses. The construction division - which encompasses areas like facilities management and private sector investment in infrastructure as well as more traditional building and civil engineering work - increased profits from £700,000 to £8.2m with turnover rising from £570.8m to £737.7m. Group sales rose to £1.33bn (£1.23bn).

Andrew Taylor

Inntrepreneur tenants press on
Lawyers for almost 1,000 tenants engaged in suing Inntrepreneur, the pub operator due to be sold to Nomura, the Japanese bank, have said they intend to continue with their legal actions.

Nomura said yesterday it had carried out due diligence checks before going ahead with the deal to buy the 4,300 pubs in the Inntrepreneur chain and had been happy to take on the potential liability from legal action from tenants. The tenants are alleging Inntrepreneur's rents and the amount it charged for beer breached European competition rules.

Robert Wright

Redland in talks on deals with Lafarge

By Andrew Taylor,
Construction Correspondent

Redland, the UK buildings group, and Lafarge of France said yesterday they were considering putting their French aggregates businesses into a joint venture.

In a separate move, Lafarge is negotiating to acquire Redland's loss-making French ready mix concrete business.

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INFORMATION TECHNOLOGY

Web television and home entertainment · Nicholas Denton

Making better TV

Set-top boxes will bring internet advances to living rooms

Steve Perlman - chief executive of WebTV, the company which was supposed to bring personal computer technology to the television - has a confession.

Launching the company's second generation set-top box, he says: "People that are really into it, they don't think of it as the web, they think of it as better television. We would call WebTV interactive television if it didn't have such a bad reputation - if, I call it, that it wasn't doomed to failure."

It is a surprising admission. The term interactive television is associated with Time Warner's Full Service Network, a project which the media company closed last year with a \$100m (£62m) loss after a disastrous trial in Orlando, Florida. The notion is supposedly superseded by the world wide web's far richer content.

And improving on television seems an unambitious goal for WebTV, given the company's pedigree and latest product. The one-year-old Palo Alto venture, acquired by Microsoft for \$425m in April, was supposed to bring personal computer technology into the living room. It expects to sell 1m units, from which it will earn a monthly subscription of \$19.95, by the end of 1998.

Granted, set-top boxes from WebTV will from next year use Microsoft's Windows CE software, a pared down version of its operating system for PCs. And WebTV's second generation product, WebTV Plus, which goes on sale in the US next month, does indeed exploit economies of scale in the manufacture of PC components.

The company's manufacturing partners have managed to pack in, for a recommended retail price of \$299, a cornucopia of hardware: an advanced video chip and television tuner that allows the manipulation and melding of images and data, a modem operating at 56 kilobits per second, the fastest rate of communication commercially available over basic telephone lines; a video modem for downloading internet data at 20 times that rate; and a tiny, silent hard disk capable of storing 1.1mb bytes of information, equivalent to 12 hours of compressed video or 50 hours of audio.

Revolutionary though the technical specifications may be, the service offered by WebTV represents an evolution of television more than



an invasion by the internet into home entertainment.

The service does use internet communication protocols and a web interface: a user navigates by clicking on images or buttons, and television broadcasts are displayed, like web pages, within metaphorical windows on the screen. The user can access the entire content of the internet through a telephone line modem.

However, WebTV's pride is an electronic programme guide, which, as well as giving show times, provides a link to a description of a film, for instance, and from that to a filmography of the star. It also touts its sports programming, in which live broadcasts are enhanced by interactive statistics on the teams and players. And the capacity of the hard disk allows the possibility of recording video to be viewed later, a long-time goal of the cable industry.

Ross Rubin, an analyst with Jupiter Communications, the market research company, says: "It is really about enhanced television, and less about surfing. I don't know why they keep the 'web' in the title."

When WebTV launched last year, there was a reason. While the interactive television networks had failed to offer sufficient interactive material to keep viewers' interest much beyond a fortnight, the internet content made WebTV more compelling.

Its electronic programme guide, for instance, was integrated with the internet movie database, an exhaustive online directory of films, directors and actors.

However, the living room

has proved an alien environment. First, interactivity, the chief quality of the web, is constrained. Online gambling, internet quiz shows such as You Don't Know Jack, and sports statistics all appear to encourage involvement. But users have proved reluctant to use the wireless keyboards that WebTV and its counterparts offer.

The social nature of television, which produces an average of 1.5 people using WebTV at any one time, presents a further restriction. "Surfing the web is not a collective activity, but an individual activity," says Staffan Ericsson, chairman of Vivo Software, a company providing tools for online video shows.

Second, text pages, representing the bulk of web content, are difficult to read on a television screen, which is further from the viewer than a PC screen would be, and of lower definition. About 150,000 units of the first generation box have been sold, fewer than first forecast.

Cable television networks, over which ventures such as @Home Networks and WorldGate are offering internet access, promise the bandwidth for full-motion video and the interactivity of the high-bandwidth popular sites, particularly those with experience in producing video, will dominate.

Such elitism goes against the egalitarian, "let a thousand flowers bloom" ethos of the internet. However, WebTV Plus users will be able to access the wider internet through a dial-up connection and filter the nightly broadcast of web sites and television shows. Choice will improve with connection speeds and band disk capacity.

In the meantime, WebTV must tread a fine line: to make the web more like television, but not to the extent that viewers, like those in earlier failed experiments, prefer to stick with the real thing.

Millennium Watch · Tom Foremski

Shift into mask mode

Masking presents a cheaper and faster alternative to date-expansion techniques

As the countdown to the millennium continues, the race to make computer systems year 2000 compliant is shifting into a new mode. Many companies face a deadline that could force them to use "masking".

Instead of laboriously rewriting applications with date expansion techniques that accommodate four-digit dates, masking attempts to preserve the core application - wrapping software around it that fools the application into behaving normally.

"It is too late to do date field expansion. The last possible date that you can do it, without 100 per cent of your staff devoted to it, is probably October 1997," says Capers Jones, head of US software consultancy Software Productivity Research.

Mr Jones coined the term "masking" to cover several techniques. Software is used to intercept date data going into and coming out of an application, and processes that data to prevent a crash in 2000.

Masking represents an unusual approach to the year 2000 problem, and while for many companies it could represent the only approach left, it is also cheaper and faster than date expansion.

US-based Montgomery

claims it has saved more than \$3m (£1.8m) by using a technique called encapsulation. This is a masking technique that borrows internet technology to shift the date back 28 years. The year 2000, for example, becomes 1972, but the calendar for the year remains unchanged.

Montgomery originally estimated that solving its year 2000 problem would cost \$4m. That was to convert only one application, its mainframe-based policy management system, to be able to handle dates beyond 2000.

Instead, Montgomery decided to use web browsers as the interface for its users when they access mainframe data. This uses off-the-shelf hypertext mark-up language (HTML) conversion software, the standard method for defining the format of web pages.

Any dates sent by a user to the mainframe, or queries involving dates, are spotted by the HTML software, which automatically reduces year numbers by 22.

Conversely, when the mainframe sends a date to the user, the HTML software adds the 22 years back on. The project took only five months to complete at a cost of about \$350,000 in programming costs and new hardware and software ads.

Montgomery now has 28

years before it has to decide whether to scrap its system or change it to deal with new dates. Other masking techniques include windowing, compression, bridging, and object code interception and the choice and use of them depends on the application.

"For applications that you know you are going to replace in less than five years, it is probably the most cost-effective strategy. Expanding date fields on applications with a short life expectancy may be quite expensive and masking may be a preferable alternative," says Mr Jones.

Masking, however, generally slows the performance of an application, which can be a problem when fast.

Encapsulation seems to be the cheapest and most straightforward masking technique as it can be achieved with software products readily available. For some other masking techniques there is a shortage of software tools.

The lower costs of masking and the faster project schedules should allow companies not only to save time compared with conventional date expansion projects but also devote more resources to testing and debugging - and still save money.

Sometime in the 21st century, however, they would have to grapple with the problem again.

FLYING THE YEAR 2000 COMPUTER BUG HAS COST SO MUCH WE'LL BE BANKRUPT BY 1999



Eagle Eye · Louise Kehoe

Subtract the ads

A backlash among users may occur as the web risks becoming a new kind of interactive TV service

What is the world wide web coming to? Among the latest so-called innovations on the web is the "intermercial" - a full-screen advertisement that pops up when you go to a web site.

The intermercial is the web equivalent of the television commercial break - as if we needed more evidence that the web is morphing from the electronic equivalent of the printed word into a new kind of interactive TV service.

These five- to 10-second animated advertisements are already being run on "push" services that deliver content automatically to internet users. However, Jupiter Communications, a market research group, is predicting that intermercials will become common on commercial web sites within two years.

Intermercials on web sites have been rare so far. I hope they stay that way. Surely, advertisers will recognise that forcing web site users to endure full-screen advertisements will cause an angry backlash. Or will it? I suppose initially the novelty of these advertisements may attract a lot of attention. If they are imaginative and amusing we may even come to accept them as part of the "web experience".

Management gurus talk of transnational, international and global companies. I'd like to suggest a new definition: the dual-national company. One such is Autonomy, founded in the UK in Cambridge, it has established its headquarters in Palo Alto, California. Mike Lynch, founder and chief executive - or managing director if you pick up the British version of his business card - divides his time about equally between each side of the Atlantic. There is no doubt where

Autonomy's roots lie, but it is equally evident that the company must make its mark in the US if it is to be successful.

Autonomy's technology is a web searcher's dream. It finds what you are really looking for. Using a technique called "adaptive probabilistic concept modelling", the software recognises patterns of words in a text and associates them with concepts or topics. By tracking an internet user's activities, it can also deduce the user's interests.

Autonomy recently formed a partnership with NetChannel, a budding provider of web-on-TV services. The Autonomy software will enable NetChannel to create personalised internet channels that present users with information they want, based on their tracking of the user's prior online activities.

As she spoke of being the lone female in computer science classes at university, I remembered my days in the Physics Department at the University of Manchester Institute of Science and Technology. There were four of us girls in my year at university, more than ever before, we were told.

Emboldened by our numbers - although women were still very much in the minority at Unist at that time - we invaded the "men's bar" in the student union, inveigled our way on to various department and faculty committees and generally made sure that we were the queen bees. It was great fun.

While shopping last week I came across the first Christmas decorations of the year in a local department store. No surprise, I suppose that the web is imitating the real world in this regard too.

Officially launching on October 1 "in time for the holidays", eToys will carry more than 1,000 toys, books and software programs from 65 manufacturers (no web site address available yet).

The launch of this site is a measure of how far e-commerce has progressed over the past 12 months. A year ago, the great majority of online purchases comprised flowers, computers and books. Now online shopping has entered the mainstream and the prospect of being able to avoid crowded toy stores this Christmas sounds attractive.

I only hope eToys will forgo the seasonal trimmings until later in the year.

Share your views in the Eagle Eye discussion group on the FT web site (www.FT.com) or contact Louise Kehoe by e-mail on louise@FT.com

Your favourite network now drives intranets

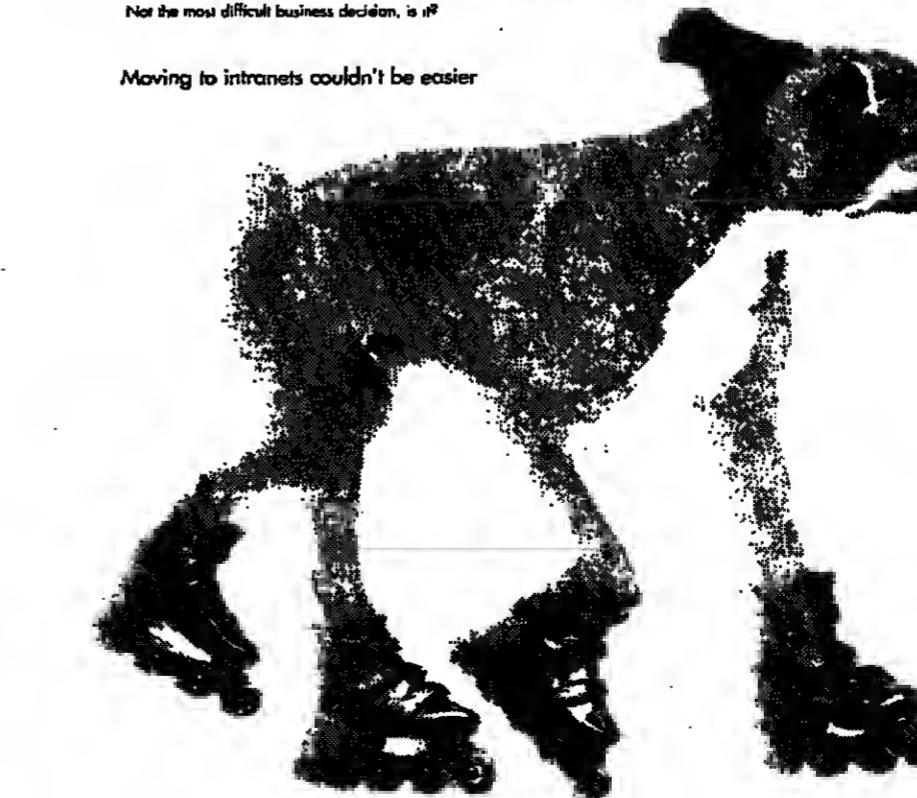
Get your business moving today. Take the natural next step with your reliable business network - to an Internet. IntranetWare, the latest version of the network, used by over 80% of organisations worldwide, brings the power of the Internet into your private network easily and securely.

No major investment, no untired technology, no security or management problems - no risk.

So, why buy when you can simply upgrade to an intranet or the Internet?

Not the most difficult business decision, is it?

Moving to intranets couldn't be easier



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CURRENCIES AND MONEY

Sterling rises after payments data

MARKETS REPORT

By Richard Adams

Sterling rebounded strongly against the D-Mark yesterday, on the heels of better-than-expected UK balance of payments figures and news of low German inflation.

Traders said the pound was also supported by comments from Eddie George, the governor of the Bank of England, who said that it was "crucially important" for the UK to follow the European economic consensus, whether or not sterling joins European monetary union (emu).

The pound rose above DM2.90 during trading in London yesterday, before settling at DM2.895 and that the Thai baht has probably "overshot" its new equilibrium level.

The D-Mark was hit by weakness in cost of living readings, which damped thoughts of an early interest

rate increase.

The US dollar rose slightly against the German currency, but the dollar itself was hit as traders bought the Thai and Malaysian currencies on dips.

The Japanese yen also gained against the dollar, up from Y122.1 to Y121.5.

The South-east Asian currencies of Thailand, Malaysia and Indonesia - the hardest hit by recent market turmoil - made something of a recovery yesterday, after a weakening in the US dollar.

The recovery was aided by comments from the IMF in Hong Kong that Thailand is rapidly implementing the IMF's reform blueprint, and that the Thai baht has probably "overshot" its new equilibrium level.

Yesterday it slipped to new lows against the US dollar, from Y120.5 to Y120.4.

Marie Muhamad, the Indonesian finance minister, called for international action to help stabilise the world's currencies.

Marie said he favoured market mechanisms determining currency values, but

was concerned with the excessive volatility of many currencies.

"Since excessive volatility of currencies can hinder the world economy, we warmly welcome any regional or global initiatives to stabilise currencies," he said.

"Within a month of having begun to float, the rupiah has now reached a relatively stable exchange rate in the range of Rp2800 to Rp2950 (against the US dollar)," Mr Marie said. The fall was a 24 per cent depreciation on the rupiah's level from the start of the month.

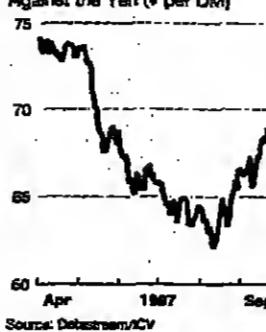
The rise came after Anwar Ibrahim, Malaysia's deputy prime minister, said "market turmoil" had not damaged the real economy. He expects the country to report an increased budget surplus this year and next, following spending cuts.

"We have not encountered any serious problems affecting the real economy. We have not seen, for example, the closures of factories, or problems affecting the property sector," he said.

Only the South Korean won failed to make gains from the regional recovery.

D-Mark

Against the Yen (Y per DM)



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WORLD INTEREST RATES

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September 23		Over night	One month	Three months	Six months	One year	Lomb.	Dis.	Repo
Belgium	3.9	3.4	3.2	3.1	3.0	3.0	6.00	2.50	
France	5.5	5.0	5.2	5.2	5.2	3.10		4.75	
Germany	5.2	5.0	5.2	5.2	5.2	4.50	2.50	5.00	
Ireland	5.1	5.1	5.0	5.0	5.0	5.0	6.75		
Italy	6.2	6.1	6.2	6.2	6.2	7.75	6.25	6.02	
Netherlands	3.9	3.9	3.6	3.6	3.6	3.6	2.50	3.00	
Switzerland	1.9	1.9	1.9	1.9	1.9	1.9	1.25	1.25	
Japan	5.4	5.3	5.0	5.0	5.0	5.0	5.00	5.00	

5 LIBOR FT London

5 LIBOR FT London	Over night	5.52	5.52	5.52	5.52	5.52	5.52	5.52	5.52
Interbank	Floating	-	5.52	5.52	5.52	5.52	5.52	5.52	5.52
US Dollar CDs	-	5.41	5.47	5.54	5.68	-	-	-	-
ECU United CDs	-	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4

ECU United CDs - 5 LIBOR Interbank swap rates are offered rates for \$10m quoted in the market by the Bank of Tokyo Mitsubishi, Barclays and National Westminster.

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COMMODITIES AND AGRICULTURE

Traders see fresh squeeze in aluminium

MARKETS REPORT

By Kenneth Gooding and Alison Maitland

A fresh squeeze is building in the London Metal Exchange's aluminium market, and is likely to reach a peak in November, traders and analysts suggest.

This week has seen a premium for aluminium for immediate delivery, compared with three month metal, for the first time since a technical squeeze in late August caused this premium to widen to \$1.30 a tonne and led the LME board to intervene.

This intervention continues to

limit the cost of rolling forward a short position for one day to \$5 a tonne. "This should prevent tightness becoming as acute as in late August," said Jim Lennon, analyst at Macquarie Bank. "However, with further short covering still expected as the November date approaches, we expect to see aluminium prices climbing further."

He said aluminium bears had pointed to recently announced restarts of idle smelting capacity by Norway's Hydro Aluminium, Alcan of Canada and Pechiney of France. "But we still remain optimistic about the outlook for next year. Production cuts have been maintained far longer than expected and our latest review has seen us cut our production forecasts rather than raise them."

Larry Kaplan, analyst at Flemings Global Mining Group, said the market might be realising that smelter restarts will provide no more than 15,000 tonnes of additional aluminium this year. He pointed to International Primary Aluminium Institute data showing August daily smelter output rates were 52,900 tonnes, some 100 tonnes a day below the July rate.

Alan Williamson, at Deutsche Morgan Grenfell, said the underlying fundamentals of the aluminium market were "much healthier than at any time in the last few years".

In the year to August, western world aluminium consumption, according to the CRU International consultancy, was 7.1 per cent ahead year-on-year, "boosted by increased penetration of aluminium in cars, good demand from the construction sector and better than expected levels of can sheet demand", Mr Williamson said.

Meanwhile, the zinc squeeze on the LME intensified yesterday, with the premium for zinc for immediate delivery, compared with three-month metal, increasing from \$30 to \$250 a tonne by the close of trading. The cost of rolling forward a short position for one day was \$12 to \$14 a tonne.

Cocoa futures ended unchanged in London after a slight pick-up in New York helped Liffe contracts recover from earlier losses. The December contract was at \$1,119 a tonne on Liffe, and on the CSCE in New York it was up \$12 to \$1,655 a tonne in afternoon trading on speculative buying.

Coffee closed a little weaker in both London and New York, with trading thin because of uncertainty over the impact of El Niño. The November contract was off \$13 at \$1,625 a tonne on the CSCE.

Buying at lower prices briefly lifted sugar futures on Liffe, but the December contract fell back to close \$3.20 down at \$308 a tonne.

Pepper exchange set for launch

By Kenneth Gooding, Mining Correspondent

India's new international pepper futures exchange will start trading on October 6.

The launch was originally scheduled for last October. However, it was postponed as the infrastructure was not in place and the Reserve Bank of India, the central bank, took a year to give approval to banks to subscribe to the equity capital of the exchange.

Trading will start with an open outcry system but will later move to screens, said a spokesman for the Indian Pepper and Spice Trade Association, which will run the exchange at Kochi, in the south Indian state of Kerala. Screen-based trading trials were conducted in July.

"The world trade in pepper is at a crossroads, with almost all major producing countries reporting a fall in the crop," the IPSTA said.

"A shortfall in production and strong enquiries from the major importing countries, particularly the US, have seen pepper prices up by 35 per cent since June," it added.

The market has become highly volatile and we think

that the functioning of the exchange will lend stability to trading, which will work to the advantage of the growers."

The pepper exchange will be India's first international commodities exchange and will have 52 members.

"All producing countries are highly supportive of the exchange," the IPSTA said. "So are the major trading houses dealing in spices."

Unlike the domestic pepper futures exchange in India - which remains open for eight months a year, coinciding with the crop arrival - the international exchange will operate round the year.

The annual world trade in pepper is around 150,000 tonnes while the crop is more than 180,000 tonnes.

Trade officials said India - the world's largest pepper producer, accounting for nearly one-third of world production - would have a lower crop of 55,000 tonnes in the current season ending October, compared with 62,000 tonnes in 1995-96.

The fall in production in India, Indonesia and Brazil will keep prices high until at least January, when the new crop starts to arrive.

The bot summer in parts of Europe and North America resulted in a relatively high level of car battery failures, which is driving up both demand for replacement batteries and the price of lead on the London Metal Exchange.

Nearly 70 per cent of demand for lead comes from battery producers, and LME stocks of lead are low and equivalent to only five weeks of consumption.

Nevertheless, while analysts expect some recovery in prices towards the end of this year, they suggest there will be no return to the levels reached during the ferocious technical squeeze on the LME in 1996.

"Lead will not return to the heady days of early 1996. Prices are gradually coasting down and will continue to do so in today's values until 2000," says Ame Mineral Economics, the Australian consultancy.

"Total stocks are tight, but moderate smelter utilisation rates in both primary and secondary production sectors will keep a lid on prices until 2000," the consultancy suggests in its latest study: Lead & Zinc 1997/98 - Galvanised Future.

Analysts at Billiton Metals, part of the mining and metals group, agree. "It won't take long for the impact of a pick-up in demand to be felt, given that total reported stocks currently stand below five weeks' worth of consumption. Thus, there is certainly some scope for lead prices to improve in the latter part of the year as the market tightens."

"This tightness should carry over to the early months of next year, thereby continuing to support prices. Nevertheless, as 1998 progresses we expect supplies to start to overtake demand. The move into surplus -

albeit a small one next year - should bring pressure to bear on prices amid concern that this will herald a more substantial surplus the following year," the Billiton analysts add in their latest Metals Weekly.

Billiton is forecasting lead's average LME cash price will rise from 35.1 cents a pound (877.60 a tonne) in 1996 to 30 cents (\$661 a tonne) this year and to 29 cents (\$633 a tonne) in 1998. Ame points to the importance of recycling in lead production. Some 86 per cent of western world lead was produced from secondary plants last year, up from 54 per cent in 1995, and "the general favouring of secondary supply will continue".

After two failed offers from Venezuelan investors, a consortium led by Perez Companc, the Argentine oil company, this week obtained the operating licence to an oil field in eastern Venezuela.

The all-Venezuelan consortium that initially won the rights to operate the Mata oil field in mid-August, a joint-venture between Pivensa, the industrial parts manufacturer, and Consultores CSC, "chose not to sign the operating agreement", the state oil company Corpoven said.

Perez Companc and local partner, Janesa, an oil-related service provider, had the second-highest bid for the field at \$11m, nearly \$14m less than the Pivensa/Consultores CSC consortium. Analysts say the Mata oil field harbours more than the 142m barrels of oil, as estimated by Corpoven.

Ray Colitt, Caracas

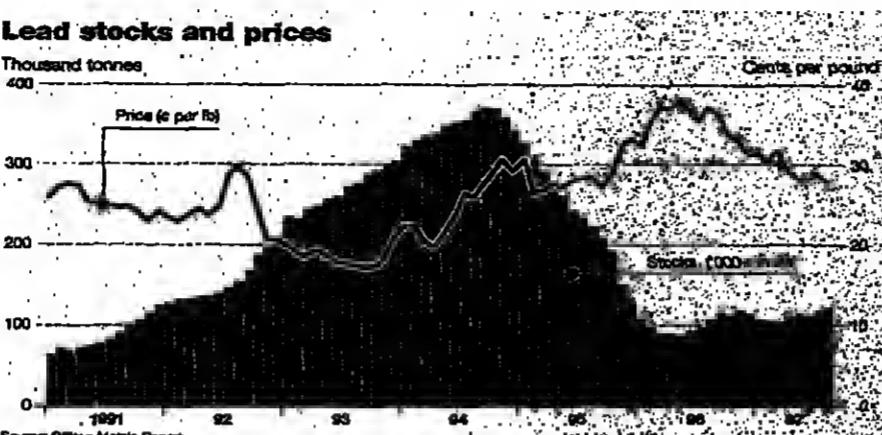
■ PESTICIDES

Five added to watch list

Five extremely dangerous organophosphate pesticides have been added to an international watch list so trade in them can be better monitored. The pesticides endanger farmers and agricultural workers, particularly in developing countries where protective equipment is too expensive or cannot be used because of the climate, said the UN Food and Agriculture Organisation and the UN Environment Programme.

In China in 1995, for example, 3,204 deaths and more than 45,000 poisonings were reported following exposure to organophosphates. Highly concentrated formulations of the five pesticides - methamidophos, methyl parathion, monocrotophos, parathion, and phosphamidon - join 22 other pesticides and industrial chemicals subject to the Prior Informed Consent Procedure. This voluntary system, which the UN bodies are trying to make legally binding, states that the dangerous substances should not be exported without the agreement of the importing country. More than 150 countries participate.

Alison Maitland



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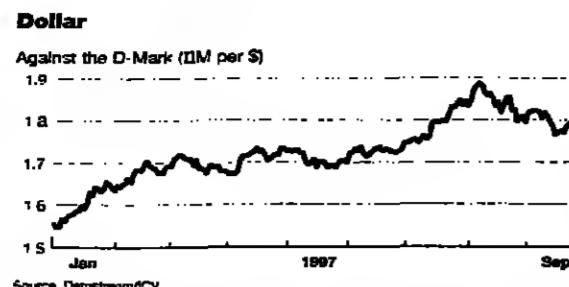
German inflation data fail to rally stocks

WORLD OVERVIEW

There was a sluggish tone to many stock markets yesterday despite some positive news on German inflation and interest rates. The recent revival in world bourses showed signs of running out of steam, writes *Philip Coopman*.

Consumer prices in North Rhine Westphalia and Bavaria fell by 0.3 per cent in August, encouraging hopes that the recent rise in German inflation to 2.1 per cent might prove to be temporary.

With the Bundesbank once again leaving the repo rate



unchanged, the dollar was able to edge closer to DM1.80 by the London close.

But the Frankfurt stock market drifted back after early gains and the DAX

index lost 5.1 points in post-hour trading. With Tokyo closed, markets in Asia were distinctly mixed as fears about the potential for corporate collapse continued to

upset investors in several countries.

In the US, the Dow Jones Industrial Average, which had passed 8,000 on several occasions on Monday but failed to close above that level, drifted lower in early trading. Another profit warning, this time from Delta Airlines, weighed on sentiment.

A fall in global bond yields has been pushing up stock markets in recent weeks but investors may now be watching to see whether the run of benign economic data can be sustained into the fourth quarter.

Those market watchers

who monitor the charts have seen some worrying signs. "It has been clear since February that the bull story was starting to reach its conclusion, although initially it was only in the minor markets of the world," according to Robin Griffiths, chief technical analyst at HSBC James Capel.

"The large and mature western markets can still theoretically go higher but the risks now seem huge," added Mr Griffiths. "Our principal conclusion about equity markets at the moment is that we would prefer to own bonds."

A more sanguine view is

taken by Goldman Sachs, the US investment bank, which has been a prominent hub of Wall Street in recent years. "We believe that European equities are likely to remain in a trading range with peaks and troughs established in August."

"Longer term, we believe that the fundamentals for European equities are still positive. The continental economic recovery appears to be gradually transitioning from a dependence on exports to a pick-up in domestic investment and consumer spending."

London market, Page 30

Dow slides on earnings concerns

AMERICAS

Wall Street was mixed at midday with earnings concerns acting as a brake on some key sectors, writes *John Leboc in New York*.

A profits warning by Delta

Airlines put a crimp in recent transport stocks' performance. Shares in Delta fell nearly 5 per cent or \$3.2 at \$61.75. Worries of a possible slowdown spread to other carriers. Southwest Airlines lost \$1 at \$31.5 and UAL fell \$1.4 at \$84.5. The Dow Jones transportation index fell as a result, slipping 1.1 per cent to 3,149.34.

However, uncertainty among airline stocks did not impact Boeing, whose shares moved higher on reports of new aircraft orders. Boeing shares rose \$1.4 at \$54.

"I think the market is digesting things a bit, ahead of next week's Fed meeting," said Warren Epstein, director of trading at Richard Rosenblatt & Co. Overall it was a morning of mostly directionless trading markedly different in tone from Monday's strong gains.

The Federal Reserve Open Market Committee is set to decide interest rate policy next week, although most analysts do not expect a rate rise soon.

Blue-chip shares were lower by 1pm with the Dow Jones Industrial Average off 2.85 at 7,574.95. The broader Standard & Poor's 500 index also fell back, down 2.51 at 832.92. Among the weakest stocks were AT&T, off \$1 at \$44.50, and Union Carbide, down \$1.50 at \$47.50.

Other large movers included Viacom, whose stock slid after Goldman Sachs reduced its earnings estimate for 1997, sending the share down \$1.50 at \$33.50.

Index heavyweight BCE moved lower, slipping 25 cents to \$342.15.

Sao Paulo drops 1.5%

SAO PAULO moved steeply lower on mounting political uncertainty. Amid signs of widening splits within the ruling PSDB party following the resignation of communications minister Sergio Motta, the Bovespa index had racked up heavy losses at the close of morning trading. It stood at 11,527 at mid-session, a decline of 171 or 1.5 per cent.

SANTIAGO also fell back.

The IPSA index was down 1.05 at 130.15 at midsession.

The close of a hectic session, the composite index was off 45.56 or 2.2 per cent at 2,049.67 after touching a low for the day of 2,029.03.

The banking and financial index shed almost 4 per cent. Leading stocks took a severe beating. Metropolitan Bank fell 6.5 per cent to 325 pesos and Philippine National 6.7 per cent at 33 pesos.

Sentiment was severely tested by rumours that animal feed group Vitacruz had run into financial difficulties. The speculation follows on from last week's loan default by the ETECO group.

KUALA LUMPUR staged an unexpected rebound after Monday's 3.5 per cent tumble as local funds came into the market to support key index-linked stocks, but uncertainty among overseas investors continued after the weekend confusion over interest rates.

By the close, the composite index was 30.70 or 2.7 per cent higher at 781.20.

The finance sector led the

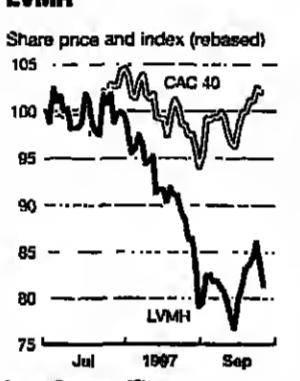
EUROPE

End of account factors and uncertainty ahead of today's budget release sparked modest profit-taking on the Paris bourse.

LVMH fell FF81.00 or 5.9 per cent to FF1,810.00 to extend a downturn that set in at the start of August. Dealers said the interim results contained a number of disappointing strands, notably a severe squeeze on cognac margins and weak returns from newly-acquired Dufour Free Shopping.

Planned changes to the make-up of the CAC 40 also caused a number of weak features. Construction group Bouygues and drinks specialist Pernod Ricard, to be replaced in November by SGS Thomson and soon to be floated France Telecom, tumbled FF22.00 to FF537 and FF9.50 to FF292 respectively.

LVMH



Dealers said there were no falls in a CAC 40 fall to CS99.00 at Newbridge after the shares had suffered 9 per cent on Monday. This followed the news that MCI of the US had chosen a Newbridge-Siemens product as the backbone switch for its network.

Banks were said to be wishy-washy. Toronto-Dominion added 15 cents at \$34.40 but Royal Bank of Canada dipped 10 cents to CS67.90. Golds in contrast made steady progress with Barrick and Placer Dome both gaining 10 cents to CS29.85 and CS21.85 respectively.

Index heavyweight BCE moved lower, slipping 25 cents to CS42.15.

Loan default fears hit Manila

ASIA PACIFIC

Renewed weakness for the peso and talk of another corporate loan default sent financial shares spinning lower in MANILA.

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The finance sector led the

market, while properties underperformed. HSBC Holdings closed HK\$2 higher at HK\$231.

Qantas came off 13 cents or 4.5 per cent at AS2.80 on 24m shares traded following reports in a trade magazine of shrinking operating margins in the face of flattening revenue growth and a slowing cost cutting programme.

Peter's rose 7 cents to AS2.67 on UK disposal news. News Corp gained 19 cents

Tokyo was closed for a public holiday

at AS6.80. Among banks, Westpac rose 14 cents to AS9.04 with brokers attributing the rise to the approaching share buy-back.

HONG KONG's blue chips edged to a slightly lower close, while China-linked stocks tumbled sharply on a lack of buying incentives.

The Hang Seng index closed just 13.70 lower at 14,094.38, after bouncing off a day's low 13,921.27. Turnover reached a respectable HK\$13.8bn.

The finance sector led the

market, while properties underperformed. HSBC Holdings closed HK\$2 higher at HK\$231.

The red chip Hang Seng China-Affiliated Corporations index slid 5 per cent while the Hang Seng China Enterprises index of 34 H shares slumped 5.2 per cent.

Analysts noted that the state enterprise reform programme announced in Beijing last week contained little detail on which to build investment strategies.

SEZU lost 2.1 per cent as continuing worries over the fallout from the Kia Group's troubles and the falling won prices down.

The composite index lost 14.08 to 654.37 as increasing foreign sales, mainly of blue chips, also dented the index.

Brokers said that the Kia Group's application on Monday for court protection for five affiliates renewed worries over the possible impact on financial markets.

They added that the won's fall against the dollar also continued to hurt sentiment since it would discourage foreign investment in the market.

Brokers said foreign sales

put pressure on blue chips.

which fell across the board. Korea Electric Power shed Won1,100 to Won19,500, its lowest level for more than three years.

Pohang Iron and Steel fell Won1,900 to Won54,600 and Samsung Electronics lost Won1,100 to Won66,700.

BANGKOK closed 2.2 per cent higher as local investors bought on hopes the government would survive a parliamentary censure motion and pass a new draft constitution. The composite SET index closed 12.2 higher at 536.63.

Prime minister Chavalit Yongchayvudh faces a two day censure debate, starting today, ahead of Saturday's parliamentary vote on a new draft constitution.

Bangkok Bank gained Bt5 to Bt125 and Nava Finance jumped Bt1.75 to Bt19.50. PTT Exploration rose Bt34 to Bt34 helped by news of a gas find.

TAIPEI closed sharply lower following hints from the central bank that it was not yet ready to cut banks' reserve requirements.

The weighted index fell 147.22 or 1.6 per cent to 9,073.77 in modest turnover of T\$100.7bn.

For further information

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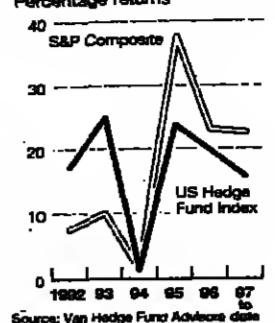
FRANCE

EMERGING MARKET FOCUS

Hedge funds lose momentum

US Hedge Fund Index

Percentage returns



Source: Van Hedge Fund Advisors

US-based hedge funds

lost 7 per cent of their value in August while the

US-based emerging market funds

suffered a 0.3 per cent decline, according to

the latest figures from Van

Hedge Fund Advisors, a

Nashville-based investment

advisory firm.

In the year to date, how-

ever, the US-based emerging market funds returned

27.9 per cent, masking them

as the best performing hedge

fund strategy measured by

Van. The group tracks 1,400

US-based hedge funds and

1,100 offshore hedge funds.

This setback is the first

serious one to hit emerging

market investors since 1994

and the Mexican peso cri-

sis. In 1994, US-based

emerging market funds

measured by Van lost

8.5 per cent, against an

average fund and US stock

market performance of 1.4 per

cent return.

Steve Lonsdorf, executive

vice-president of Van, said

that the problems in south-

east Asia - with some mar-

kers losing 50 per cent of

their value this year - had

some similarities with the

Latin American crisis.

However, he believed the

emerging market world had

matured sufficiently to pre-

vent the "tequila effect"

hitting all developing mar-

kets.

"Traders and investors

GIBRALTAR

Ambitions for an offshore financial centre are at the heart of the territory's search for the security that comes with economic self-sufficiency, says David White

Renewed efforts to secure a niche

However you look at it, Gibraltar is unique. It is a colony on the continent of Europe, a distinctive Anglo-Mediterranean mixture, squeezed on the side of an isolated limestone mass, almost 1,400 feet high, known since antiquity as one of the great geographical landmarks of the world.

Among the dozen British dependent territories remaining after the transfer of Hong Kong to China three months ago, it is the only one attached to the mainland of another country, and apart from the Falklands and the other south Atlantic islands claimed by Argentina, the only one subject to a dispute over sovereignty.

Twelve years after its border gates with Spain were fully opened, it still has no air or ferry connections with the neighbouring country. Its single frontier post has the reputation of being the most troublesome within the EU, of which it is part, although not for purposes of customs, VAT or farm policy (having no farmland).

It uses sterling - thinly disguised in local coinage - but drives on the right. It is the only bit of Europe that speaks both Spanish and English, in that order and usually in the same sentence. A territory in which there is hardly enough space to drive a car in fourth gear, it must be the only place on earth where, to enter by land, you have to cross the airport runway.

Its 6.5 square kilometres house a population of 30,000, among them 23,000 Gibraltarians, mainly of Genoese, Maltese, Spanish, Portuguese and British descent, who realise the situation in which they are living is anomalous but are determined to maintain their ties with the UK.

Gibraltar has the ultra-sensitivity of a small and relatively cut-off community and a distrust sometimes bordering on paranoia. On the other hand few communities of this size exercise as much muscle as the Gibraltarians do.

Average income is higher than Spain's - not far short of Britain's - and half of Gibraltar's 18-year-olds go on to higher education - which in practice means university in the UK.

Along with the other dependent territories, Gibraltar's constitutional arrangements with the UK are subject to a review announced by the British government last month in the wake of the Hong Kong handover and the Montserrat volcano disaster.

Peter Caruana, the centre-right Gibraltar chief minister, who was elected last year, is looking for a formula that will allow the territory to remain a dependency but drop its colonial tag.

British officials warn, however, that any change in Gibraltar's relationship must take account of "the Spanish angle", which they also see as a matter of economic realism.

The basis of British rule in Gibraltar bears some comparisons with Hong Kong. Both include territory originally ceded to Britain in perpetuity. But just as Hong Kong's more extensive New Territories came under a

separate deal, the treaty covering Gibraltar's "town and castle" - the Rock itself - did not include the narrow sandy isthmus connecting it to the mainland, which was for many years marked on Britain's own maps as "neutral ground". This is a relatively tiny piece of land, but crucial because that is where Gibraltar has its airport.

Unlike Hong Kong, however, there is no lease or leasehold, and unlike the Hong Kong Chinese the Gibraltarians in no way consider themselves Spanish. And they have a constitutional guarantee that sovereignty will not change bands unless they agree to it.

A long-standing garrison town, but now without a garrison big enough to support it, Gibraltar is looking for the security that comes with economic self-sufficiency. It is placing its hopes, not for the first time, on being an offshore financial centre - what Mr Caruana calls "a sort of mini-City of London".

The emblem of its ambitions, and its challenges, is a large modern office development on reclaimed land, now standing mostly empty, seemingly as oversized by Gibraltar standards as the extravagant new Saudi-funded mosque which has been built at Europa Point, the Rock's southern tip.

Gibraltar, which pioneered the "exempt company" concept in Europe 30 years ago and has built up its banking sector since the 1980s, has renewed its efforts with a concerted strategy to secure a solid niche in insurance, banking and investment services.

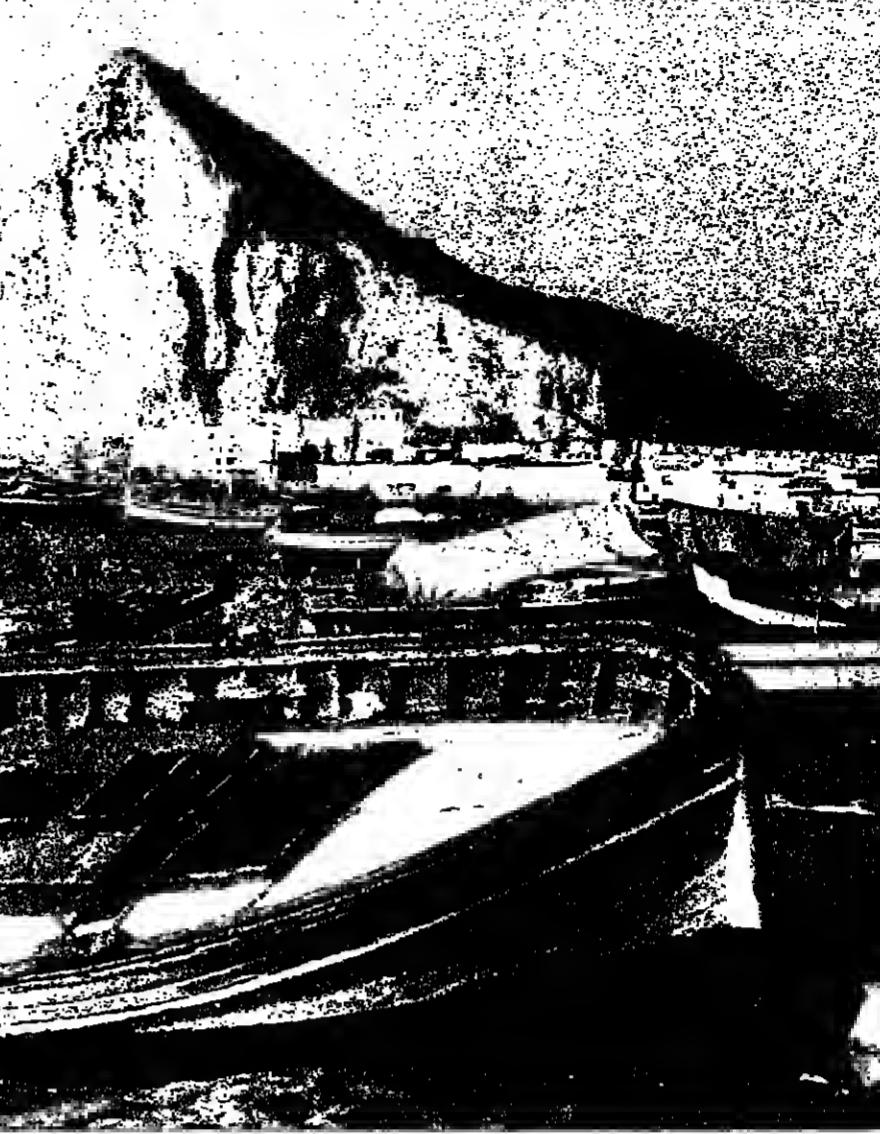
In place of the defence-reli-

ant "dockyard economy", it is hoped to be, more than a tax haven, a "reputable, respectable, well-regulated financial centre", making use of its status within the EU, and competing with the likes of Dublin and Luxembourg.

Its first task has been to try to expunge the notoriety earned in the early 1990s when Gibraltar fell back on its venerable tradition of tobacco smuggling. Business in contraband cigarettes for the Spanish market reached industrial proportions three or four years ago, and was joined by trafficking of cannabis from Morocco. At the peak, there were reckoned to be as many as 80 high-speed boats working out of Gibraltar.

The blatant smuggling boom was a boost for the ant "dockyard economy", it is hoped to be, more than a tax haven, a "reputable, respectable, well-regulated financial centre", making use of its status within the EU, and competing with the likes of Dublin and Luxembourg.

Spain, in the meantime, has operated a variable regime of endorsement when the UK granted full equivalence in insurance services, which perplex and exasperate Gibraltarians and provoke occasional protests from the British embassy in



Robert Hardling Pictures Library/Charles Bowman

The Rock known since antiquity as one of the great geographical landmarks of the world

Madrid. Aggravation is increased by difficulties over Gibraltar-issued passports and driving licences.

Far from keen on the growth of an offshore centre, the Spanish government continues to question the financial activities undertaken by Gibraltar-registered companies. But Anthony Fisher, development director for the financial services centre, points to the stiff regulations introduced against money-laundering. "The mud isn't sticking," he says.

Economic options are limited by size, space and the availability of skills. Since the early 1980s, Gibraltar's traditional military mainstay has been in decline. It has had to get used to the fact that it can no longer live as a fortress.

The UK ministry of defence, which previously accounted for the bulk of Gibraltar's gross domestic product, now provides less than 10 per cent, and reductions are still going on.

Continued on page 4

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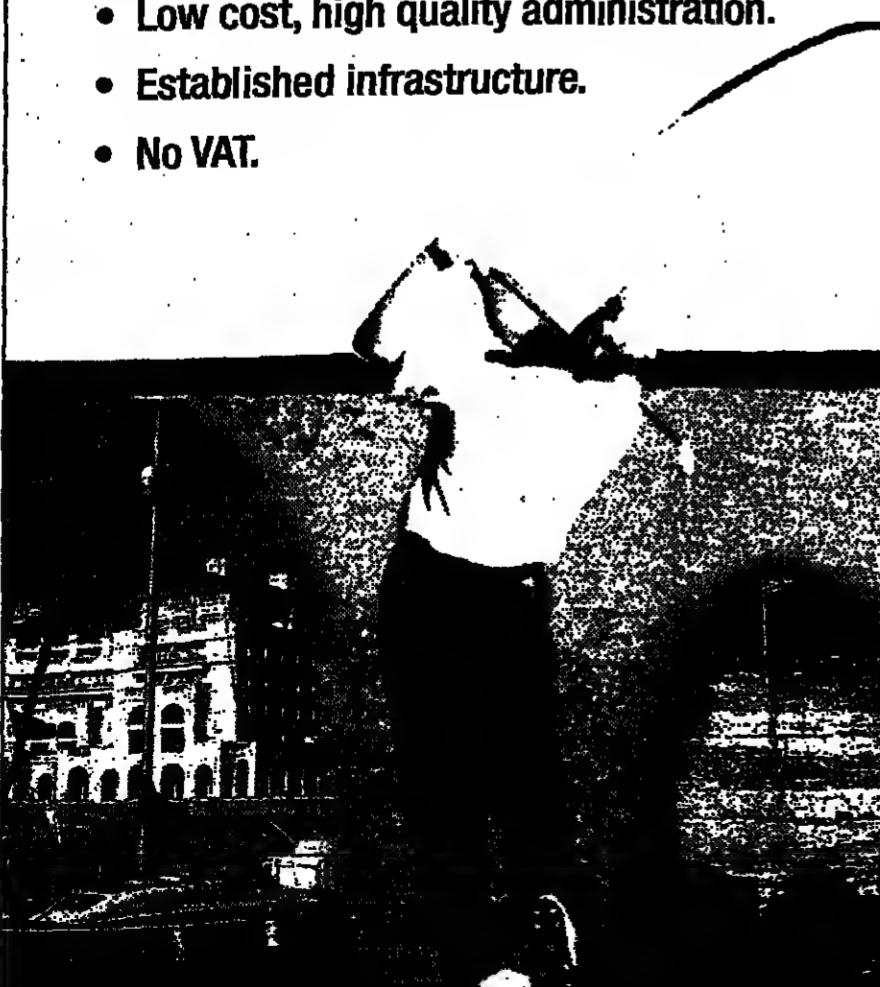
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2 GIBRALTAR

ECONOMY • by Tom Burns

New venture for the colonial outpost

Most of the elements of the offshore financial centre are now in place

Sir Winston Churchill said that Gibraltar would remain British while there were apes around on the upper reaches of the Rock. In the 1980s a new buzz phrase emerged: Gibraltar would be self-sufficient if an offshore finance centre replaced the ministry of defence facilities that London was fast winding up.

There are now so many apes that a row has broken out on whether to shoot them or capture them and give them away to any zoo that might want them. There is no such controversy over the idea of the offshore finance centre that seems at last ready to take off.

Before the summer, Gibraltar earned the authorisation to issue insurance "passports". To practice this means that an insurance company established on the Rock can trade anywhere in the European Union and in the European Economic Area.

Such companies were formerly required to meet the regulatory standards of a member state and therefore needed a partner or a subsidiary unit in such states to conduct business in the heart of Europe.

The theory is more important than the practice. The authorisation represented a breakthrough. It indicated that Gibraltar had passed muster on regulatory standards as far as the US and Brussels were concerned. All notions that Gibraltar was economical with such standards were thus laid to rest.

The new theory is that the degree of supervision in Gibraltar is now on a level with that of Dublin and Luxembourg, its two potential competitors in the EU's offshore financial industry.

Anthony Fisher, development director of Gibraltar's financial services centre, believes that the Rock will be authorised to issue banking passports early next year, for he fully expects a favourable decision from a Bank of England audit review team that is currently examining the issue. The final step will be permission to set up fund management services on the Rock.

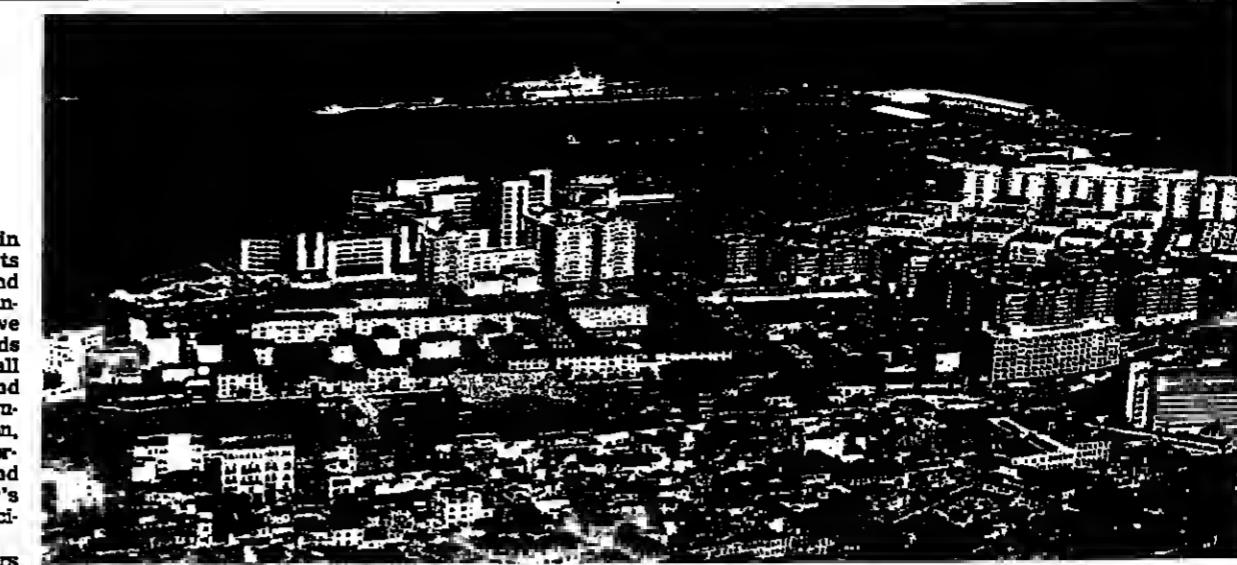
Other points claimed in Gibraltar's favour are its smallness, its location and its bilingual – English-Spanish – population. "We have UK supervision standards but because we are so small there are good contacts and good relations with the regulators," says Paul Savignon, managing director of Norwich Union in Gibraltar and chairman of the colony's insurance companies association.

Enjoying what its backers call "the best of both worlds" – quality regulation and a user-friendly atmosphere – Gibraltar can market itself as the financial centre that stands in Europe's sunbelt, at the tip of the EU's "Florida" and close to Malaga which would be the equivalent of Miami.

For the South American market seeking a tax-efficient offshore base for business in the EU, the Rock offers Spanish-speaking financial and legal services. Gibraltar has three disadvantages, however: its offshore venture faces stiff competition, it has a rather reputation, whether deserved or not, and it has a political problem with Spain.

Dublin has shown that what Gibraltar aspires to can be achieved. But the experience of Ireland's capital, now selling itself as Europe's financial back office, illustrates the challenge the Rock faces as it carves a niche for itself in the offshore business. It has taken 10 years, huge investment and strong lobbying in Brussels and in the US to bring Dublin to the point where it is attracting considerable business from leading financial institutions and US corporates.

Gibraltar does not have Dublin's size, its critical mass and its US connections. It also lacks the squeaky clean image of a Jersey or



Gibraltar's Europe: space will be available within the office development for finance companies

Michael Jenner

Guernsey. The Rock's regulatory standards are unarguably good for they have been approved by the UK's department of trade and industry but its past cannot be shrugged off overnight.

Finally, Gibraltar has a problem with Spain. Madrid can neither block insurance "passports" issued by the Rock's authorities nor prevent whatever business is done from Gibraltar in the EU. But until Madrid has an agreement over the Crown colony's constitutional status that it can live with, it is not going to encourage the offshore venture.

Philip Canessa, a director of Hambros Bank in Gibraltar, says the Spanish government cannot harm the financial centre as much as it thinks it can. "Our business is worldwide and if you go to Germany nobody attaches any importance to the political aspects. People look at the costs, the efficiency and the confidentiality."

The leading players in Gibraltar's financial community have noted that the insurance "passport" is receiving the attention it deserves.

"We've had numerous instances of interest coming to us with Bermuda and the Cayman Islands heading the list," says Mr Savignon.

With specialised companies operating out of such global

tax efficient centres looking at Gibraltar's suitability as a vehicle for entering Europe, the likelihood is that sooner rather than later the big clients will be lining up to tap the Rock's services.

Mr Fisher estimates that 12-months will elapse between the completion of feasibility studies and the launch of the potential business.

Over the next five years the financial services business will be directly employing up to 2,000, up from 600 at present, and its contribution to Gibraltar's gross domestic product will rise from a current 20 per cent to at least 38 per cent.

POLITICS • by David White

The Rock in a hard place

Gibraltarians want to remain British but Spain will not forget about Gibraltar

A detailed map of Gibraltar has pride of place on the office wall of the head of the Spanish foreign ministry's European department in Madrid.

It is dated 1780, when the British garrison was under siege and shows the Spanish

lines well inside the place where Gibraltar's airport runway now crosses the tongue of flat territory connecting the Rock to the mainland. Behind the Spanish lines, the map depicts the Spanish fortifications that were demolished during the Napoleonic wars, when Britain and Spain were ever present.

Governments in Madrid may not always want to make too much noise about it – Britain and Spain being EU partners and NATO allies – but no administration can afford to show signs of weakness on Spain's claim to the territory and the desire for it to return to its flag.

Britain, on the other hand, has made a solemn engagement to stay as long as the inhabitants of Gibraltar want it to – an exceptional pledge which is similar to its commitment to Northern Ireland.

The preamble to the Gibraltar constitution of 1980 – under which the UK "will never enter into arrangements under which the people of Gibraltar would pass under the sovereignty of another state against their freely and democratically expressed wishes" – is the Gibraltar's security against a sell-out.

It is 30 years since their wishes were put to the test in an official referendum in

Gibraltar, when the result was 12,138 in favour of staying British and 44 against. pride, a splitter in Spain's toe, sometimes ignored but ever present.

Governments in Madrid may not always want to make too much noise about it – Britain and Spain being EU partners and NATO allies – but no administration can afford to show signs of weakness on Spain's claim to the territory and the desire for it to return to its flag.

Spain regards this as a political cul-de-sac. The Utrecht treaty states clearly that if Britain quits Gibraltar, Spain has the option to take it back. Madrid views the treaty as an anachronism, but stands by this principle, ruling out any form of independence.

Opponents of the airport deal considered – correctly – that it contained an important concession to Spain on

the principle of rights to the isthmus.

Madrid has, in fact, two claims on the territory that is now Gibraltar.

One involves the Rock, where the Gibraltarians live, ceded to Britain by the 1713 Peace of Utrecht. The treaty covered "the full and entire property of the town and castle of Gibraltar... to be held and enjoyed with all manner of right, for ever..."

But the isthmus was long considered neutral ground. Britain says its rights to it are based on continuous occupation since the early 18th century.

Madrid says that the British took advantage of the situation after being permitted to set up provisional camps on the isthmus during a yellow fever epidemic.

Mr Bossano, during his two terms as Gibraltar chief minister, played heavily on the self-determination theme.

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At the last round of talks in January, Abel Matutes,

the Spanish foreign minister, informally revived a proposal for sovereignty to be shared for an interim period, possibly 50 years, before reverting to Spain.

A similar plan was mooted in the more auspicious period of the mid-1990s by the Socialist foreign minister of the time, Fernando Morán. Then, as now, it fell on stony ground.

Spain says it would make

ample allowance for Gibraltar to keep its own identity and privileges. It is not enamoured with having an offshore centre on its coast, but says it would let it remain, subject to strict fulfilment of EU rules.

Gibraltar's backlog in complying with EU directives in a variety of areas has been a source of constant and complex argument. The constitution, approved four years before Britain joined the European community, gave Gibraltar a large measure of independence, devolving powers which in many instances have EU implications.

However, the UK, not Gibraltar, is the member state, and is therefore answerable for any failures to comply with EU rules.

Allegations of irregular financial activities, which

Spain says are unproven, are cited as one justification

for continuing tough Spanish border controls.

The Spanish government says it is satisfied that cigarette-smuggling and drug-trafficking operations have been brought under control, but still questions the activities of "opaque" companies registered in Gibraltar.

The Gibraltar government views the allegations as a pretext for deliberate harassment on the border, where vehicle checks frequently mean long traffic queues in both directions.

Madrid says the Gibraltarians want their toast buttered on both sides – an open border while retaining tax exemptions. They also argue that while Britain remains outside the Schengen arrangement on open frontiers within the EU, it is in no position to give lessons on free circulation. Under the Schengen deal, the Spanish-Gibraltar frontier is treated as an external border.

The delays have tended to

become shorter but Spanish controls are still considered

by the Gibraltar authorities to be disproportionately long.

What is clear is that they

add to the stock of ill will,

and put back any hopes that

Spain might entertain of winning Gibraltarian hearts.

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PROFILE Peter Caruana, chief minister of Gibraltar

The dove adopts a tougher line



Peter Caruana, chief minister, is ready to put forward proposals to London for "modernising" Gibraltar's constitutional status

He arrived in power with the reputation of being a "dove" – a moderate with a less confrontational attitude towards Spain than his combative Socialist predecessor Joe Bossano.

"Compared with me, he is a dove," says Mr Bossano. But while Spanish officials view Mr Caruana with respect, he has been adopting a tough tone now that he is to government.

And as for the chief minister's golfing activities, there are dozens of places to play within a short distance, but all remain on the other side of that ever-present frontier post.

Mr Caruana, 40, a self-assured conservative, has had a rapid rise. A London-trained lawyer, in a community where lawyers are the backbone of the establishment (there are about 120 of them, one for every 250 inhabitants), he first won a seat among the 15 elected members of Gibraltar's House of Assembly to a by-election six years ago.

In 1992 he led the recently formed Gibraltar Social Democrats to form the official opposition and took them to government at elections in May last year.

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Mr Caruana



Gibraltar's docks: the territory's first task in its aim to become a well-regulated financial centre has been to try to expunge the notoriety earned in the early 1990s when tobacco smuggling flourished

Robert Harding Picture Library: Charles Bowman

THE MILITARY ROLE • by David White

Role as a strategic base begins to diminish

Since the early 1980s Britain has been cutting back its presence on the Rock

Gibraltar does not like it, but is having to come to terms with it. Its role as a military base, which has determined its whole history, has declined and is in the process of being further reduced.

Most Gibraltarians grew up in a place dominated by the UK ministry of defence. In the 1960s military spending made up two-thirds of the economy. But technology, the end of the Cold War and British defence reviews have finished that. The proportion is now below 10 per cent and still falling.

If Gibraltar clings to its military connections, it is because its very identity is bound up with them. If it were not for its strategic importance, it would not have become what it is today.

Its name - from the Arabic for 'Tark's Rock' - comes from a Moorish general, Britain, which first captured the Rock during the war of the Spanish Succession in 1704, would not have stayed so long if it were not a vital location. Its inhabitants are mainly descendants of camp-followers or fleet-followers. And it would be naive to think that Britain maintained its military presence to defend them. Their interests are a relatively recent consideration. In the second world war, Britain removed the civilian population so that it could run Gibraltar as a fortress.

The town and the Rock itself are redundant with military history: ramparts and batteries, English fortifications superimposed on Spanish fortifications, streets with names such as Bomb House Lane, Cannon Lane, Victualling House Lane and South Barracks Road. Just outside the old city walls, the Trafalgar Cemetery contains the poignant graves of officers who died of wounds or the 'malignant fever'.

The towering limestone rock is riddled with more than 30 miles of tunnels, dating from the 18th century to modern times.

For imperial Britain, Gibraltar was an important link in its sea lines of communication. It played a vital role in both world wars, as a strategic base and coaling station for transportation to the eastern Mediterranean. It was a launch pad for the 1942 Allied landings in North Africa, and more recently a stop-over for ships and troops in the Falklands and Gulf campaigns.

But since the early 1980s Britain has cut back its presence. The naval dockyard went, then the infantry battalion sent out from the UK. From a strength of 1,800, the number of full-time military personnel has so far been reduced to about 600, mostly Royal Navy and Royal Air Force. This includes a regular company of the Gibraltar Regiment, which took over the duties of the resident battalion six years ago. The regiment, which ensures that Gibraltar can still count on a band and drums for ceremonial occasions, has another two companies of part-timers. Civilian defence personnel, now about 1,200,

are due for further cuts. Gibraltar's slice of the annual defence budget, currently £55m, is due to be reduced to £45m by the turn of the century.

The post of Commander British Forces Gibraltar has been downgraded and is now held by a Navy commodore. The commander's traditional residence, The Mount, considered much too grand these days, stands empty.

The strategic defence review under way by the Labour government adds to the uncertainty. But Peter Cartuana, Gibraltar's chief minister, hopes some of the cuts announced earlier may be reversed. "I think defence can be run down no further," he says.

Gibraltar still has berthing facilities for nuclear submarines, the RAF-run airfield, which was built during the Spanish Civil War across the Isthmus, and a sensitive role as an intelligence listening post. The Strait of Gibraltar remains strategically important for Nato as the channel for reinforcing its southern flank from the Atlantic. But Nato has other resources for monitoring the entry to the Mediterranean, from the Spanish-US base at Rota near Cadiz and by satellite surveillance.

Spanish officials say that it would now be "wishful thinking" to attach strategic importance to Gibraltar, and that the proof is the Mod's own willingness to cut back its infrastructure.

Plans to scrap the Nato command which has up to now been located on the Rock have come as a further blow to the Gibraltar authorities. The command, GibrMed, which acts as a communica-

tions centre and is largely British-financed, is due to disappear along with other so-called "fourth-level" headquarters in Nato's new streamlined organisation. Mr Cartuana sees the change as "caving in to Spanish pressure", designed to remove an obstacle to Spain's future participation in the Nato command structure.

Although Spain became a Nato ally 15 years ago, it has stayed officially outside its military organisation and has maintained restrictions on naval and air movements in and out of Gibraltar. This means Nato warships may not sail directly between Spanish ports and Gibraltar, and military aircraft flying to and from Gibraltar airport have to avoid Spanish air space.

British and Spanish officials at Nato headquarters in Brussels are now engaged in negotiations to ease the prohibitions. Just as Spain had to open its border before it entered the European Community, Britain argues that Madrid must end its defence restrictions before becoming part of Nato's integrated military organisation. Madrid wants to fix terms for joining the new command structure by the end of the year.

Just before the Nato summit held in Madrid in July Robin Cook, the UK foreign secretary, threatened to block Spain's plans if military restrictions affecting Gibraltar remained. The Spanish authorities appear divided about how far to go in easing them. Foreign ministry officials in Madrid question whether Gibraltar now has the military value to justify a serious upset in Nato.

Business recently has been "difficult" in part because of the delays at the border and in part because the high sterling-peñeta exchange rate has imposed a second blockade.

The expensive pound has become a psychological

PROFILE Solomon Seruya

The worried voice of the business community

The senior Rock trader says that relations with Spain should be improved

Main Street, the narrow artery that runs through Gibraltar from one set of fortifications to another is the colony's Lombard Street. Whitehall and Broad Street rolled into one and set on a Lilliputian scale.

Mostly pedestrianised, the street runs past the territory's banks, the governor's residence, the chief minister's offices and virtually all of Gibraltar's main shops. Six of these shops - which sell top-of-the-range jewellery, perfumes and cosmetics - belong to Solomon Seruya.

As Gibraltar's politicians and chattering classes talk about self-determination and its financial community discusses new offshore ventures, Mr Seruya, a senior Rock businessman and a member of the 1960s, represents the worried voice of Gibraltar's traders.

Called for a new constitutional arrangement for Gibraltar involving integration with Great Britain fill the businessman with a great sense of foreboding.

In a community that passionately asserts its identity by insisting that Spain should be kept at arm's length, Mr Seruya's belief that relations with Spain should be improved amounts to extreme political incorrectness.

He says that his views are firmly rooted in realism

and draw on the "adaptability" that has historically been Gibraltar's "main characteristic".

The Seruya family, resident in Gibraltar for

some 250 years, opened up

business on what used to be known as Calle Real, the artery's Spanish name, in the middle of the last century manufacturing

cigars and members of the clan have other shops on

Main Street selling

everything from curios and

antiques to liquor.

Mr Seruya himself is more than a successful trader: a past president of the Chamber of Commerce, he was a member of the Gibraltar government between 1957 and 1969, running the economic development and the tourism departments, and, thanks to his dual nationality, he was Israel's ambassador to the Philippines from 1976 and 1979.

"Our problem is not the constitution, it is relations with Spain," he says.

"Spain has been reactionary and unimaginative because harassing the Gibraltar government will get Spain nowhere but we should be careful not to make things more difficult for ourselves."

Mr Seruya argues that cut-price shopping is Gibraltar's main attraction and that the overwhelming number of Main Street's customers enter the Rock across its land border with Spain.

Madrid can switch off the flow of visitors with the ease of turning off a tap and has, of course, done so in the past. There is a direct correlation between the length of the queues at the frontier post at La Linea and the volume of Main Street's turnover.

Business recently has been "difficult" in part because of the delays at the border and in part because the high sterling-peñeta exchange rate has imposed a second blockade.

"The only way to break the present impasse is for the British government to make an all out effort to reach an agreement on the

barrier for Spaniards but it should not be," says Mr Seruya, "because Gibraltar still represents good value for money."

By adjusting the cost of imports from strong and weak currency zones and taking full advantage of the colony's duty free status, Main Street traders can sell

"A practical agreement could lead to an honourable status for Gibraltar in the 21st century"

any good at an average 20 per cent cheaper than its cost in Spain.

The only problem is getting people to come across from Spain and judge for themselves.

Mr Seruya's believes that there should be free-flowing traffic over the land border, a development which he recognises lies in Spain's hand to grant or to deny. He also wants to see the implementation of a Madrid-London agreement for joint use of Gibraltar's airport and this development depends on the political will of the UK government.

Joint use of the airport, where Mr Seruya has a further two shops, would set the Main Street tills ringing because it would end flight restrictions imposed by Madrid and, more importantly, it would foster a new climate in which to search for solutions to the Gibraltar problem.

"We would end up as little more than a military museum."

airport," Mr Seruya says. "A practical agreement will be a major confidence building exercise which could lead to an honourable status for Gibraltar in the 21st century."

Mr Seruya says he believes that what he calls "nationalistic manifestations" in Gibraltar could be potentially damaging because they could provoke rigid reactions from Spain.

He says that the British government would make a "serious mistake" if it were to make the question of constitutional change in Gibraltar the main issue of its forthcoming negotiations with Spain.

He argues that there is little point in gaining a deal on integration with the UK that could prompt Spain to close the frontier again as it did 30 years ago after Gibraltarians almost unanimously rejected the country's sovereignty claims.

"We are heading down the same road we travelled in 1968 and that leads to confrontation," says Mr Seruya.

One aspect of the new constitutional arrangements which are currently being mooted by Gibraltar's self-determination lobby is that integration with the UK should include the Rock's acceptance of the European Union's rulings on Customs Union and therefore an end to the tax breaks that Main Street currently enjoys.

Such proposals fill Mr Seruya with horror. In Main Street's view, price differentials constitute Gibraltar's greatest asset. Whittling them down would be "suicide", he says.

"We would end up as little more than a military museum."

Tom Burns

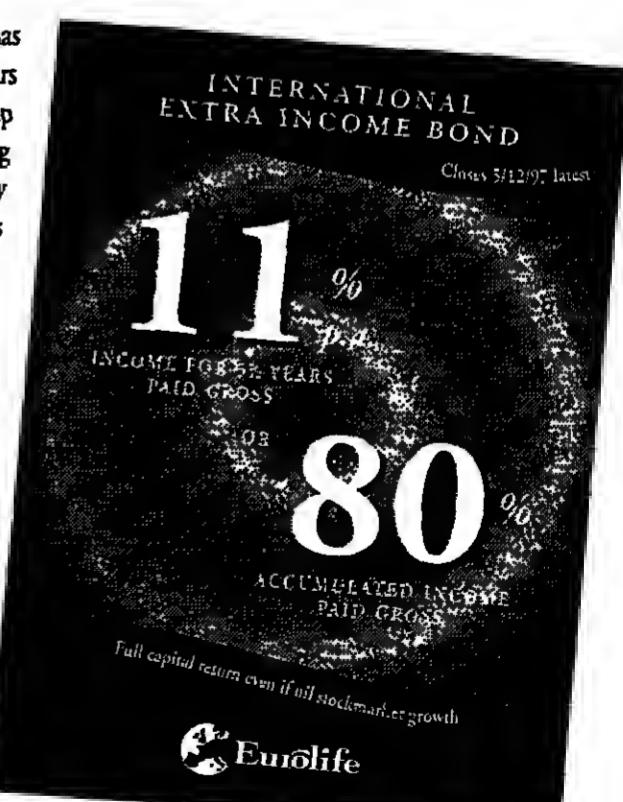
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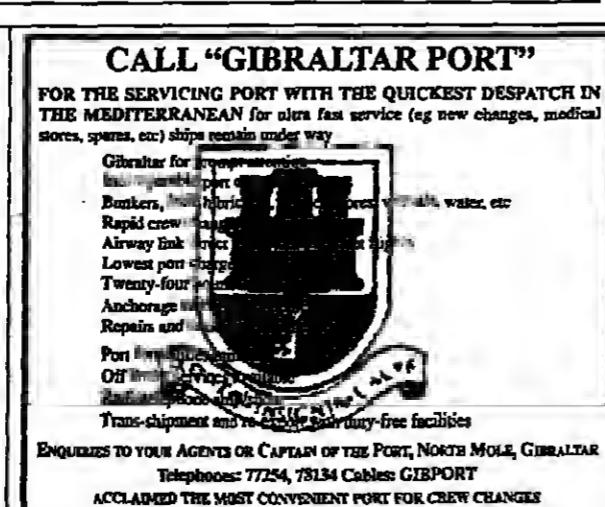
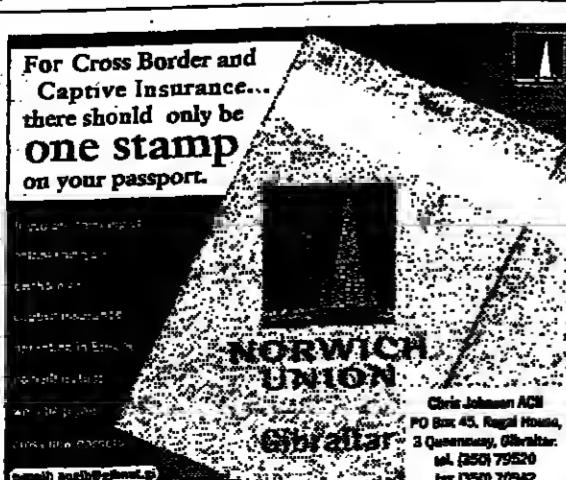
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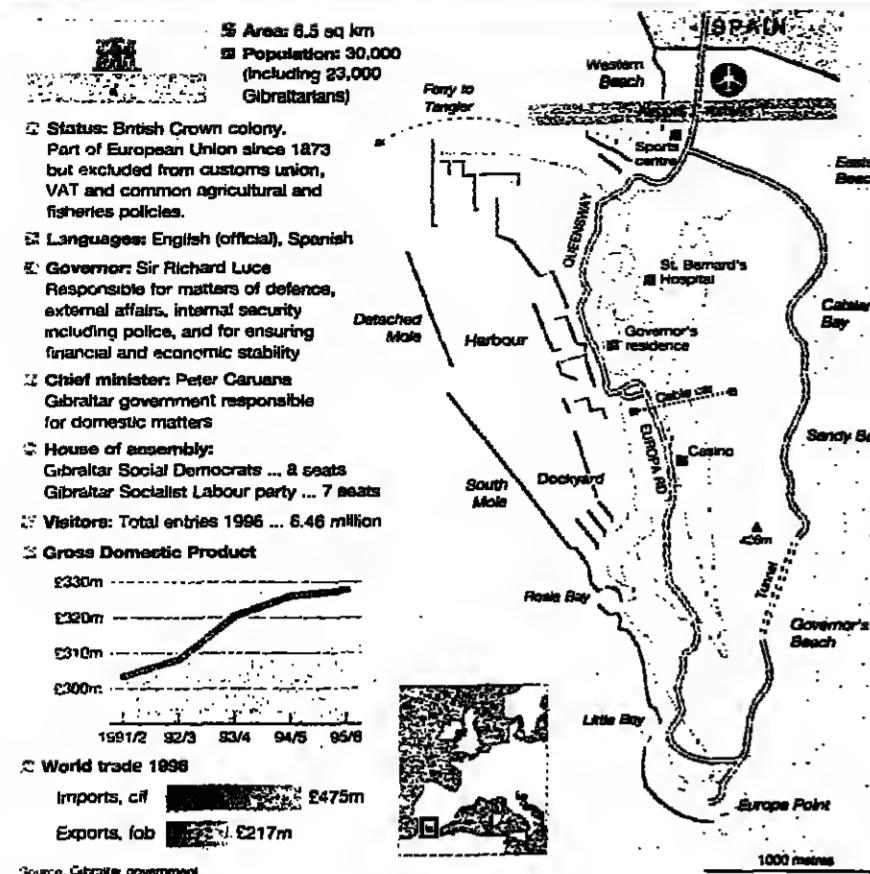
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4 GIBRALTAR



BUSINESS GUIDE

General

Time: GMT + 1 hr (GMT + 2 hrs from late March to late September).

Climate: Temperate with hot and dry summers, and fairly mild rainy winters. Temperatures vary between 10 and 29°C.

Getting there

Entry requirements: As for the UK.

Air access: Direct flights from London and Manchester operated by GB Airways.

National airline: GB Airways.

International airport: Gibraltar (GIB) is served by North Front, about 2.5km from town centre.

Surface access: Regular ferry services from Tangier. Road access from Malaga.

Accommodation

Hotels: No official rating system. Reservations

should be made in advance especially during summer. Some hotels reduce rates Nov-Mar.

Getting around

Car hire: Available through local car hire firms and travel agents. UK International driving licence and evidence of insurance required. The British Automobile club, AA and RAC have agents in Gibraltar.

National transport: Bus and taxi services available. Total of about 45km of roads. No railway network.

Public holidays

Festive dates: 1 Jan (New Year's Day), 1 May (May Day), 25 Dec and 26 Dec (Christmas).

Variable dates: Commonwealth Day (Mar), Good Friday, Easter Monday, Spring Bank Holiday, Queen's Birthday (Jun), Late Summer Bank Holiday (Aug).

Banking

Some 24 banks operate in Gibraltar and about eight offshore banks.

Telephone

Rates for calls from public telephone boxes dependent on time of day. International direct dialling facilities available to more than 75 countries. International dialling code: 350. There are no area codes.

Working hours

Business: (Mon-Fri) 0900-1300 and 1430-1800. (Sat) 0900-1300.

Banking: (Mon-Thur) 0800-1530, (Fri) 0900-1530 and 1630-1800.

Shops: (Mon-Fri) Most shops open from 0900-1900 and some open from 0900-1300 and 1500-1900. (Sat) 0900-1300.

Business Guide

World of Information

TOURISM • by Tom Burns

The crown needs polishing

The territory's considerable tourist potential is not being fully exploited

Peter Caruana, chief minister, is pleased with what has been achieved so far in beautifying Main Street. But he must know better than most people that a lot more has to be done if people are going to visit Gibraltar for reasons other than cut price shopping and tax efficient banking.

The town's main artery now has saplings planted along it, handsome litter bins, street lighting and signposts. Traffic has been banned from most of Main Street so that visitors are no longer required to dodge cars as they view the city centre.

Mr Caruana has more plans for pedestrian zones in order to create what he calls a "cafe atmosphere" in the old town. This would create a character distinguishing the Rock's terraza bars from the bar ambience that is to be found in every village square of southern Spain: draught beer and flavoured crisps in place of *fino* and *tapas*.

Character, shaped by a distinctive history, is what the Rock is all about and Mr Caruana is right to want to make the most of it. He believes that the 5m day-trippers who cross into Gibraltar every year are primarily drawn to the Rock because it is "an interesting place to visit". Few would argue that this last imperial remnant is anything other than intriguing.

It is because of this that Gibraltar's authorities would do well, for example, to order a facelift for the Trafalgar cemetery which lies just outside the massive 16th century gate that Spain's emperor Charles V had built to defend the town against Arab invaders.

The fortification went on to serve the British against Spanish attackers and it is now guarded by life-size models of 18th century foot soldiers. The cemetery, where the buried include

those who were fatally wounded in Nelson's final sea battle is sadly unkempt.

Gibraltar's government is justifiably anxious to overhaul the upper Rock where the famed Barbary apes scamper around and visitors can explore the network of tunnels that British army engineers built in order to rain down shot and shell on besieging Spanish troops. "Windows" were punched through the Rock for the batteries and the Rock's best view of Spain is down the barrel of gun.

The upper Rock, Mr Caruana admits, is "poorly managed". Access to this limestone fist that towers above the straits is along potholed roads and it is mostly controlled by taxi drivers who charge high fees for a guided tour.

Getting there is nevertheless worth it, for the sight of the swirling channel, where the Mediterranean and the Atlantic meet against the rear of the Rock's foot soldiers. The cemetery, where the buried include

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lacks the funds and possibly the ambition to tell the story properly.

However, Mr Caruana and his tourism department have to battle with the lack of co-operation from Spain, a country whose tourist industry knows just how to make sure millions of holidaymakers come back for more sun, sand and sangria year after year. In the present political climate there is no Spanish interest in helping to build up tourism on the Rock.

Malaga's airport receives 7m visitors a year whereas Gibraltar airport, which is subject to Spanish flight restrictions owing to Gibraltar's refusal to implement an agreement on its joint use, receives 120,000. With an agreement in place, Gibraltar could receive about 1m passengers a year.

The exodus that Gibraltarians endured during the war, when they were summarily shunted off to St Helena and Ulster to make way for servicemen, is a stirring tale as is the story of their return after 1945.

The Gibraltar Museum is a

worthy institution but it

lacks the funds and possibly

the ambition to tell the story properly.

Under normal circumstances, Gibraltar would be one of southern Europe's top theme parks. It has the geographic location, the historical tradition and the brand name to attract all the investment required to create a huge aquarium, costume dramas galore and a host of "white knuckle" rides that would give the most daring stunt man pause for thought. More than 12m people spent their holidays between Malaga and Cadiz within two hours of Gibraltar.

The irony is that on the Rock itself travel agencies offer all-in trips to Isla Magica, a theme park that opened in Seville this summer, and to Port Aventura, which opened south of Barcelona two years ago and will soon be selling packages to the theme park that is being built near Benidorm.

bowl of exotic fruits from a servant against a backdrop of Gibraltar's towering limestone rock.

Nobody on the Rock is in any mood to fall for the charms of the lady from La Linea but José Antonio Fernández Pons, the town's mayor whose mother was a *llanera*, a Gibraltarian, is relaxed about the border dispute.

"We are tied to Gibraltar's fate and sealing the frontier was as terrible for us as it was for the *llaneras*. They get mad when the *Guardia Civil* slows down traffic at the frontier but so do we because we get chaotic queues as well," says Mr Fernández Pons. "We are in the same boat and condemned to get along together so its ridiculous to live back to back."

With more than 60,000 inhabitants, La Linea has twice Gibraltar's population but it has limited funds for it lacks the huge development

area controlled by neighbouring San Roque. The mayor, a former primary school headmaster and a member of the ruling centre-right Popular party, has recently wrung substantial subsidies from Madrid to bring the council's running costs out of the red and he is keen to spruce up La Linea "because we really are a shop window".

Unlike a number of Catalan and Basque nationalists who attended Gibraltar's "national day" earlier this month Denis Matthews, a former school teacher and the leader of the Rock's all-party self-determination group, called for decolonisation next year "because we can no longer be told we are the last colony in Europe".

His thoughts on what form of integration he wants with the UK were unclear as he addressed some 2,000 cheering supporters, but it was all too evident that Spain formed no part of the constitutional equation.

Does that mean annexation? "Of course not. Gibraltar can have all the self-rule it wants; that doesn't worry us at all. The point is the present situation is stupid because we could all be better off."

Continued from page 1.

Peter Montegriffo, Gibraltar's trade and industry minister, sees the financial sector, which now makes up some 15-20 per cent, increasing its share to one third of GDP.

A further one third, he says, should come from tourism, with the remainder in the public sector and other activities, such as shipping and bunkering.

They range from stray Costa del Sol holidaymakers to off-duty Spanish policemen going across to buy cigarettes, petrol, sugar or chocolates.

A debate is now under way about the Rock's duty-free status and the extent to which it has worked to Gibraltar's advantage. To

Most of the business Gibraltar is seeking, he says, is not dependent on Spain. "We do not see the Spanish equation being any sort of block to the prospects that we have in mind," Mr Montegriffo says.

On the other hand, Spain and its large expatriate community would provide obvious markets for Gibraltar.

In tourism, the evolution of relations with Spain has a more direct influence. With limited air connections, Gibraltar's tourists are now mostly day-visitors crossing the border.

They range from stray Costa del Sol holidaymakers to off-duty Spanish policemen going across to buy cigarettes, petrol, sugar or chocolates.

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British officials are concerned about the degree to which Spain could obstruct Gibraltar's ambitions in the finance and tourism sectors if no progress is made towards a long-term political settlement. If efforts in both these sectors failed, supporting the Rock would cost the UK £100-£200m a year.

However, galling it may be for the Gibraltarians, the main economic opportunities lie in areas in which Spanish goodwill could make all the difference.

Prospects will always be that much more limited as long as the stalemate continues.

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Europe's most respected companies

For the fourth year running, top managers have singled out the companies best exemplifying the qualities most admired



in a business undertaking. Tony Jackson examines the findings of a Europe-wide poll of chief executives and analysts

In the world of big corporations, reputation can be a slippery thing. This year's list of companies most respected by Europe's senior managers has some prints in common with last year's: in particular ABB, the perennial favourite, still tops the poll. But four of this year's top 10 were not ranked last year, while three of last year's top 10 have dropped out.

Perhaps the most striking reversal involves the two oil giants Shell and BP. This year, BP came joint second with Nestlé, while Shell came 11th. In 1994, the first year of the survey, Shell came third and BP came nowhere.

Before looking at the details, it is worth noting two new features in this year's survey. The poll included the views of leading brokers' analysts, as well as chief executives. And there was a new section covering the growing and dynamic world of central Europe.

ABB, the Swiss-Swedish engineering group, has headed the poll since its inception. The inclusion of central Europe has, if anything, strengthened its position. ABB was an early investor in the region, and is credited in central Europe with having transformed the companies it acquired.

Whether ABB will retain its lead in future is an interesting question. In the eyes of chief executives, it has various strengths. It is seen as having a strong, well thought out strategy, a robust and human corporate culture, and an imaginative approach to the process of innovation.

But its biggest asset may well be the charismatic figure of its chairman Percy Barnevik, who is specifically identified in the poll as an outstanding business leader. He has recently stepped back from day-to-day management of ABB, having taken on the job of running Investor, the controlling company of the Swedish Wallenberg dynasty.

On the other hand, corporate reputation can be a matter of time-lags. The rise of BP versus Shell can be partly explained by a run of bad publicity on Shell's part, involving the Brent Spar

Rank	Company	Country	Sector
1	ABB	Switzerland	Engineering, metals
2	British Petroleum	United Kingdom	Oil, gas, mining
3	Nestlé	Switzerland	Food processor
4	British Airways	United Kingdom	Transport, transport services
5	Tesco	United Kingdom	Retail, distribution
6	Axa-UAP	France	Insurance
7	BMW	Germany	Auto, aero engineering
8	Carnival	France	Retail, distribution
9	Unilever	Netherlands/UK	Food processor
10	Daimler-Benz	Germany	Auto, aero engineering
11	Royal Dutch/Shell	Netherlands/UK	Oil, gas, mining
12	Allianz	Germany	Insurance
13	HSBC	United Kingdom	Banks, financial institutions
13	British Telecom	United Kingdom	Telecommunications, communications
15	Deutsche Bank	Germany	Banks, financial institutions
16	Siemens	Germany	Electronics, electrical components

Rank	Company	Country	Sector
17	Roche	Switzerland	Health, household
18	Ericsson	Sweden	Electronics, electrical components
19	SAP	Germany	Business services, computers, office equipment
20	L'Oréal	France	Health, household
21	Barclays	United Kingdom	Banks, financial institutions
22	Michelin	France	Chemicals, rubber, plastics
23	VA Technologie	Austria	Engineering, metals
24	Electrolux	Sweden	Electronics, electrical components
25	Atlas Copco	Sweden	Engineering, metals
26	Lloyds TSB	United Kingdom	Banks, financial institutions
26	Marks & Spencer	United Kingdom	Retail, distribution
28	Ahold	Netherlands	Retail, distribution
29	Nokia	Finland	Electronics, electrical components
30	Inditex	Spain	Textiles, clothing
31	Securitas	Sweden	Business services, computers, office equipment

BP steals the limelight from Shell

ABB heads the poll again but there are four newcomers in the top 10 this year

environmental controversy, human rights in Nigeria and so forth. In addition, BP has improved its reputation for sure-footed management, with its chief executive John Browne described by one respondent this year as a "visionary manager".

Thus, BP is described by one respondent as having achieved a global operation while avoiding the minefields of ethics and the environment. It is also described as having achieved a dramatic turn-around and having delivered improved performance year on year thereafter.

But perhaps the most striking difference between the two com-

panies lies in their share prices. In the past five years, BP has outperformed Shell by some 50 per cent, having lagged behind for some years. But in stock market terms that re-rating is long past. The two share prices have performed roughly in line for two years now, and still BP's reputation rises in the eyes of its peers.

Equal second with BP this year was Nestlé, up from third place the year before. Its virtues are seen as solid and unremarkable — dare one say it as Swiss. It is praised for the quality of its products, the soundness of its strategy and the strength of its image. Then comes British Airways.

This is always a strong performer in the poll, if only because its highly public transformation from state-owned company to worldwide market leader still lives in the memory of respondents.

Next, in fifth place, comes Tesco. This is a striking performance from a company which, in previous surveys, never made the rankings at all. Since other new entrants include Carrefour in eighth place and Ahold of the Netherlands at 28th, this seems to show that the strengths of European retailing are becoming more widely appreciated.

Thus, Tesco is rightly regarded as having transformed its image and performance in recent years. It has moved from the position of underdog in UK food retailing to being seen as the leader in quality and innovation.

Carrefour, on the other hand, is seen as having expanded successfully overseas. It is also praised for its strong and consistent profit performance in the low-margin supermarket sector.

One notable casualty in the retail sector ratings is Marks & Spencer. In the first survey three years ago, it came joint first. Then it slipped to equal fifth, then seventh, now 26th. In view of its continued high reputation

in the UK, this seems surprising. Survey respondents, of course, do not generally comment on why companies are left out. One might conjecture that with an international audience, Marks & Spencer still loses points for its past slip-ups in overseas expansion.

Sixth after Tesco comes the French insurance giant Axa-UAP. Like Tesco, Axa is a new entrant to the rankings. Perhaps insurance is a self-contained sector, easily overlooked by executives elsewhere. But Axa's aggressive expansion strategy has received wide publicity. Its chief Claude Bébér is praised accordingly in

the survey — particularly since, one analyst noted, he has managed to expand without the shares underperforming.

Other companies in the top 10 are familiar names: BMW, down from fourth to seventh, Unilever, steady in ninth place, and Daimler-Benz at 10th, unranked the previous year but 12th the year before.

One sector not strongly represented is electronics. In a separate question on the most respected companies worldwide, chief executives voted by a fair margin for Microsoft and General Electric of the US. Perhaps correspondingly, Europe's electronics giants fare badly. Siemens is down this year from sixth place to 16th, Ericsson from 11th to 18th.

The one exception — perhaps consistent with the dominance of Microsoft in executives' minds — is the German software group SAP. It comes in at 19th, having been previously unranked. Given the company's growth and market strength on both sides of the Atlantic, one might guess that it will improve its standing in future years.

Besides their views on companies, executives and analysts were asked for opinions on matters of broader policy. What challenges faced companies in their sectors? What did they expect from government, on issues such as European integration and the single currency?

As described by respondents, the challenges vary by sector but have certain consistent themes. These are linked in turn to expectations and hopes for government policy. It is generally expected that deregulation and competition will intensify within Europe. It is also thought that this will lead to further price deflation, industry consolidation and changes in market leadership.

Similarly, executives in central Europe expect further inroads by multinationals in their markets. Taken together with the general European view of the world's most respected companies — consisting of Microsoft, General Electric and Coca-Cola, with ABB trailing fourth — this suggests

Continued on page 2

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2 EUROPE'S MOST RESPECTED COMPANIES

EUROPEAN BUSINESS CHALLENGES • by Tony Jackson

East and west agree to differ

Changing technology is seen by all sectors as a big business challenge

Europe's business leaders, it seems, have plenty to worry about these days. Asked about the main challenges to their businesses, they cited global competition, overcapacity, technological change and the single European currency. They said many of their markets were mature, and it was correspondingly hard to add value and raise prices.

In central Europe, however, the tone was markedly more upbeat. Executives spoke of opportunities: of rising living standards and consumer demand, of export potential, inward investment and joint ventures.

In the west, responses varied sharply across sectors. There were also subtle differences between the perceptions of analysts and executives.

In three industries especially, overcapacity was seen as a problem: automotive, banking, and paper and packaging. In autos, analysts viewed overcapacity as massive, and CEOs accepted there would have to be further rationalisation of the European industry.

Adding to that was the pressure of competition from outside Europe, especially Japan. Executives talked of the need to match those competitors on price, quality and service. Analysts commented that European manufacturers had to develop products for which they could charge premium prices. Meanwhile, they were making insufficient returns on invested capital.

In banking, analysts again saw overcapacity and over-capitalisation as the chief problems. They also focused on the need to reduce staff, and the related problem of managing technological change.

Executives, however, were more concerned about the specifics of the business: how to retain clients, for instance, and how to foresee new forms of risk. They also foresaw more product-based competition. On one point, they and the analysts agreed: that the arrival of the single currency would be a headache.

In paper and packaging, there was general agreement on the need for industry consolidation in the face of overcapacity. Executives commented on the need to improve efficiency in the face of low-cost competition, and analysts pointed to the industry's poor environmental reputation. As with autos, it was agreed that the industry needed to improve its returns to shareholders.

Paper is, of course, a notoriously cyclical business. This was a theme repeated in two other industries, oil and chemicals. In the oil business, executives stressed the problem of managing the petrochemicals cycle. In the chemicals sector, too, the cyclical nature of margins was a problem, made worse by the level of competition.

from the US and Asia. In the oil industry, executives also worried about persistently poor profitability in refining, both in Europe and the US. They also spoke of the challenge of managing political risk in emerging markets.

The analysts took more of an outsider's viewpoint. They talked of how oil companies had to manage their reputation – doubtless with Shell in mind. They also highlighted the restructuring in the market, and the need to form the right alliances.

The theme of global competition was picked up in the engineering sector. Executives and analysts both pointed to the need to manage the growth potential of Asian markets. Executives also echoed the complaint of the auto makers: the problem of developing products with higher added value.

In other sectors, many of the pressures came from political and regulatory change. Executives in the construction industry spoke of the impact of public spending cuts; in telecoms, electricity and water, of the effects of deregulation; and in insurance, of deregulation and demands for greater accounting disclosure.

In some cases, the effect of these changes was to put pressure on companies to diversify. Construction executives spoke of the need to broaden their activities overseas. So did the utilities.

One of the biggest challenges across sectors, how-

drinks and tobacco companies said greater prosperity should mean a further switch from local to international – that is Western – brands.

Other sectors expecting strong growth included insurance, health and household, media, advertising, oil and gas, and retailing. However, there were caveats.

In engineering, executives pointed to the continued need to improve quality. They also said that growth would be modest and competition more severe. Analysts commented on the importance of environmental issues, which also cropped up in the paper sector.

In retailing, executives said there was a risk that consolidation would be hindered by government curbs to protect small operators, while there would be heightened competition from Western retailers. The risk of foreign competition was also raised in telecoms, banking and insurance.

However, the view from the East was on balance upbeat. Executives looked for further alliances, joint ventures and takeovers in their sectors. Above all, they showed an optimism about growth in home and export markets rarely shared by their Western counterparts.

Sector rankings – chief executives' poll

Sectors – weighted scores		
■ Auto, aero, engineering	Smiths Industries	UK
1	BMW	Germany
2	Fiat	Italy
2	Volkswagen	Germany
■ Banks, financial institutions		
1	Deutsche Bank	Germany
2	Banco Bilbao Vizcaya	Spain
2	Barclays	UK
■ Chemicals, rubber, plastics		
1	Michelin	France
2	Hoechst	Germany
3	KCI	UK
■ Electricity, water		
1	RWE	Germany
2	Imatra Voima	Finland
3	National Power	UK
■ Electronics, electrical components		
1	Electrolux	Sweden
2	Siemens	Germany
3	Ericsson	Sweden
■ Engineering, metals		
1	ABB	Sweden/ Switzerland
2	Alstom Cogeco	Sweden
3	British Steel	UK
■ Food processors		
1	Nestlé	Switzerland
2	Unilever	Netherlands/ UK
3	Tate & Lyle	UK
■ Health, household		
1	Baekersdorf	Germany
2	Roche	Switzerland
3	GSK Wellcome	UK
■ Insurance		
1	ING	Netherlands
2	Allianz	Germany
3	AXA-UAP	France
■ Oil, gas, mining		
1	British Petroleum	UK
2	Total	France
3	Royal Dutch/Shell	Netherlands/ UK
■ Retail, distribution		
1	Tesco	UK
2	Carrefour	France
3	Ahold	Netherlands
■ Telecommunications, communications		
1	British Telecommunications	UK
2	KPN	Netherlands
3	Telefonica	Spain
■ Transport, transport services		
1	British Airways	UK
2	P&O	UK
3	Lufthansa	Germany

In three industries overcapacity was seen as a problem

ever, was seen as changing technology. This was particularly marked in the industry at the centre of it, electronics. Analysts stressed the task of managing rapid innovation and short product cycles. Executives pointed to the difficult trade-off between speed and flexibility on the one hand, and economies of scale on the other.

Another obvious sector under pressure from new technology was telecoms. Others, perhaps less obvious, are utilities, where companies have the opportunity to exploit their connections to homes and offices, and retailing and insurance, where executives talked of changes to the distribution structure.

The other recurring theme in retailing was the maturity of markets, weak consumer spending and the permanent search for better quality products at lower cost. On the other side of the coin, drinks and tobacco companies talked of market decline, consumer resistance to price increases and the need to stimulate demand.

It was here that central and eastern Europe offered the greatest contrast. Analysts expected the auto industry to be boosted by the rise in disposable incomes.

BUSINESS ENVIRONMENT • by Tony Jackson

Call to reduce the red tape

The desire for deregulation was evident in all the countries covered in the survey

However, they were still in broad agreement, with the issue of flexibility raised by executives in such disparate economies as Sweden, Portugal and Ireland.

Belgian, Austrian and Turkish executives called for lower social costs. However, some executives felt that social policies should have a liberal tinge. It was left to a US respondent to call for abolition of the social chapter and the minimum wage.

Chief executives were also asked specifically for their views on two central issues: the effect on business of further European integration over the next decade, and the impact of a single European currency.

It was generally agreed that further integration would have far-reaching effects on competition and market positions. Two thirds of executives felt this would be a good thing, if only because it would strengthen European companies against

US and Asian competitors. Specifically, they said, increased competition would push prices down thus expanding the market and forcing further consolidation within industries. This would in turn help productivity, efficiency and specialisation. The result would be more inward investment and – with luck – more jobs.

However, there were caveats. The pressure would be felt most keenly by medium-sized companies, and some countries seen as less flexible, such as Spain, might suffer. And as a Portuguese executive put it, integration would be painful "for businesses without a strategy".

As for the euro, opinion was more evenly divided. The majority were in favour of it, but even its supporters felt a little uneasy about the scope for disruption.

The obvious benefits were identified.

Integration and the euro

Integration and the euro were expected in banking, though much preparation would also be needed in retailing and the pub trade. Oil and gas, it was pointed out, would be relatively unaffected, since products are priced in dollars.

Integration and the euro apart, there was nothing executives want governments to do, rather than stop doing?

Not much, it seems.

A few respondents – less than 10 per cent in total – were in favour of government funding for infrastructure projects, for training or for promotion of information technology. But on balance, it seems the issue of industrial policy, which in Brussels still has some adherents, is dead as far as Europe's business leaders are concerned.

Instead, executives wanted governments to concentrate on their proper functions in particular, they saw it as sensible that national governments should make their policies compatible across Europe – beginning with one obvious step, the harmonisation of excise duties.

Finally, they looked to governments to create the conditions to support their activities. One chief executive put it in a nutshell. Governments, he wrote, should "modernise and globalise the institutions relevant to business".

Relative importance of management characteristics

Chief executives	Analysts
1st Is most innovative in its approach to changing market conditions	Is most innovative in its approach to changing market conditions
2nd Has the highest quality products and services	Balances the interests of shareholders, customers, employees and the community
3rd Best satisfies its customer	Makes effective use of new technology
4th Has the strongest corporate brand image	Has the highest quality products and services
5th Best balances the interests of shareholders, customers, employees and the community	Best satisfies its customer

PROFILE Tesco

Winner of popularity stakes

Tesco's gleaming white aisles are packed on a Monday evening – men in business suits, women in power suits, and harried parents with screaming babies.

But it was not always so. Just a few years ago, those upwardly mobile, professional shoppers would not have been seen dead in Tesco, then widely considered to be little more than a step above the no frills discounters.

It is the company's transformation from dingy food emporium into the UK's most popular supermarket group which has catapulted it into the top 10 of Europe's most respected companies.

The transformation took years, and, according to insiders, is still not yet complete. Popular myth has it that Tesco began the change in 1977 when it became the first supermarket to ditch Green Shield Stamps, the cumbersome predecessor of today's high-tech customer loyalty programmes.

In reality, the biggest steps towards change were made much later, in 1993, when Tesco decided to launch a range of cut-price products under its own name to tackle the perception that it had begun to ignore value in its efforts to modernise.

It was the beginning of a process which saw Tesco move its flagship brand from an economy/value position, which gave it little credit for quality, to one where the group is now directly

challenging the big brand owners with its own rival products.

To some extent, Tesco had little choice but to change further than it had done in the competitive markets of the 1980s. It had adopted the "high, sell it cheap" approach, which had won it so many loyal followers in the 1970s, in an attempt to appeal more in mid-market customers.

But it was still the number two supermarket lagging J Sainsbury, the blue blood of the sector. And its traditional heartland of price-conscious consumers was being eroded by the arrival of discount food retailing in the forms of Aldi, Netto and Kwik Save. Furthermore, the food retail market was becoming increasingly competitive with the revival of supermarket chains such as Asda and Safeway.

Tesco recognised it could no longer simply emulate Sainsbury's, says Tony MacNeary, retail analyst at NatWest Securities. "It had to in tackle the discounters and launch a value range, as well as a family-oriented range."

Then came the launch of a variety of stores to complement the supermarket, the city centre store, Tesco Metro, the convenience store, Tesco Express, and, most recently, the hypermarket, Tesco Extra, which other food retailers have been forced to imitate. And Tesco revolutionised the

pushing up earnings per share.

"Normally the shares would go down on news of such a big takeover, but the opposite happened because this management is so highly rated," according to one leading engineering analyst in Stockholm.

That rating reflects the steady growth in Tesco earnings per share, which have increased from just over Skr5 per share in 1992 to Skr10.56 in 1996.

Last year operating profits at the company – part of the Wallenberg industrial empire – rose 8 per cent to Skr3.7bn (Skr2.54bn) on modestly increased sales of Skr28.1bn (Skr24.5bn).

That was no mean achievement in broadly flat markets, and points to Mr MacNeary's determined efforts to keep a lid on operating costs. He has now taken that cost cutting seal to Electrolux, the Swedish domestic appliance manufacturer, which could certainly benefit from a dose of Atlas medicine.

Electrolux investors clearly hope his performance at the power tool and compressor manufacturer will be repeated. Profit margins there have climbed from around 3 to 12 per cent in the past five years.

Mr MacNeary is no stranger to the Treschow doctrine, having himself worked his way up through the

company since 1971 but Prime Service could prove an indigestible morsel to swallow, and some cynics believe Atlas overpaid for the business, coughing up 24 times estimated 1997 profits.

So making Prime Service's assets sweat might not be easy in the short term, particularly given the lack of cost synergies between US-based distribution and Swedish-based engineering manufacturing. Still, the strategy of using Prime Service's overseas distribution network to roll out more Atlas products looks sensible, even if the payback may be delayed.

In the meantime, Atlas will have to concentrate on cost-cutting measures in other parts of the group to maintain margins in the face of mixed European demand and volatile currency movements.

Mr MacNeary, speaking as the group unveiled a 16 per cent increase in first half profits last month, appeared optimistic. "We have seen that the trend in Europe has been significantly better in the second quarter, and we believe that will continue during the second half of 1997," he said.

Orders, moreover, have risen 14 per cent in recent months with significantly better demand in Japan, China, Latin America, Australia and southern Europe.

Tim Burt

BP steals the limelight from Shell

Continued from page 1

that European executives in both west and east, are looking abroad for their models of excellence.

In practice, this means America. No Asian companies or executives were named in the survey, with the exception of those few, such as Daewoo of Korea, which have made their mark in the east. The roll of honour of business leaders in

the survey bears this out. It includes figures as diverse as Ferdinand Piech of Volkswagen, Bernard Arnault of LVMH and Martin Taylor of Barclays.

But it also includes more than its share – in a European survey, at least – of American executives. John Reed of Citibank is there, praised as a visionary. So is Jack Welch of General Electric, who earns special mention for staying double

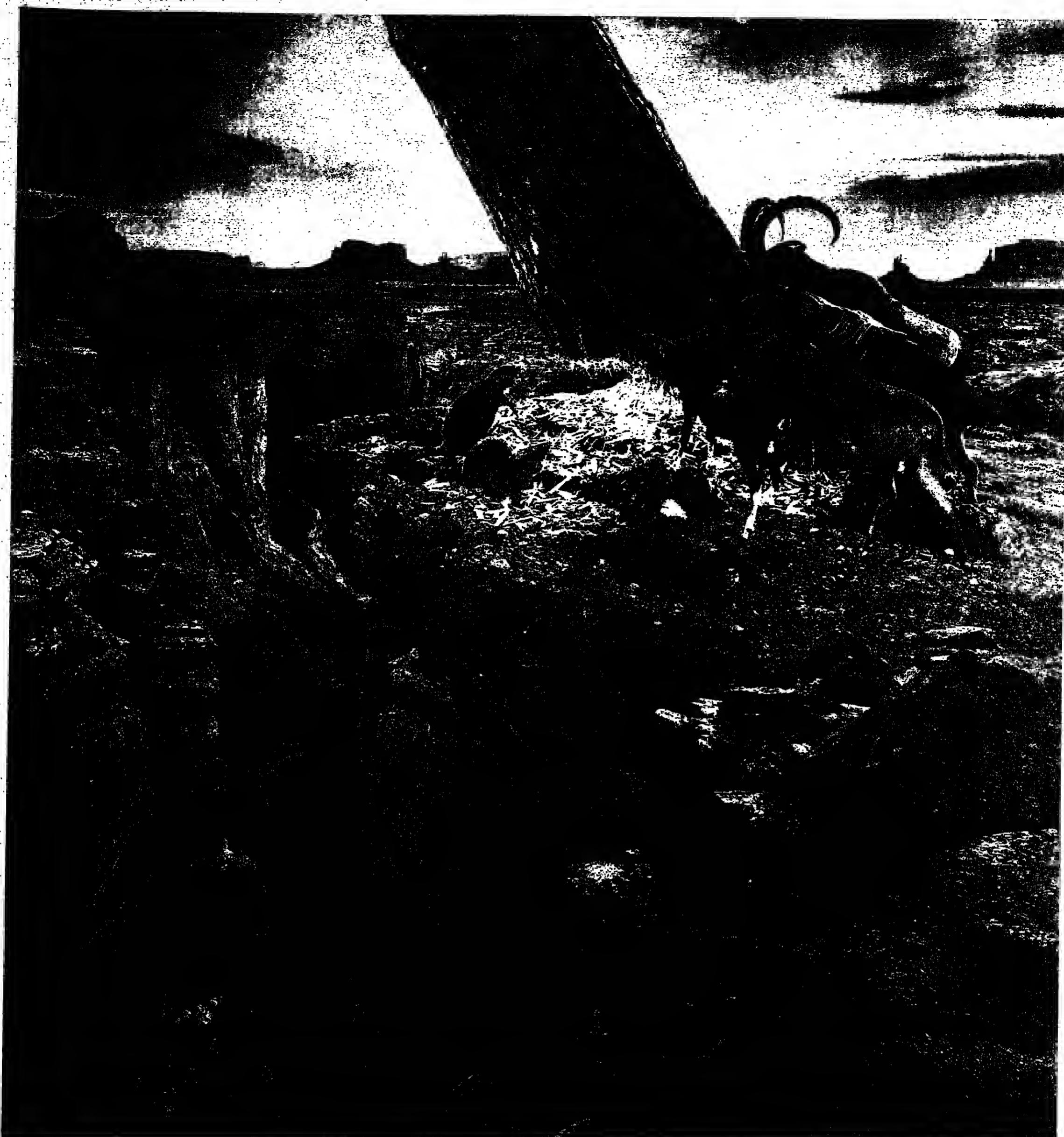
digit earnings growth from an apparently unfashionable conglomerate structure.

But the real winner – paradoxically, given its focus on European corporations – is Bill Gates of Microsoft. One chief executive votes him for

as "staying on top of the most innovative sector".

Microsoft itself is simply described by another chief executive as "the company everyone fears most".

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FORTIS SEEKS NEW CHALLENGES

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CENTRAL EUROPE • by Virginia Marsh

Adjusting to competition is the biggest challenge

Exporters are among the most respected local companies in central Europe

Chief executives in central Europe say their biggest challenge is adjusting to competition. They favour foreign investment and European Union membership, they believe their governments tax them too much, and, like their western counterparts, they single out ABB as a most respected company.

With joint ventures or subsidiaries in virtually every former eastern bloc country, the Swiss-Swedish engineering group is one of the most active foreign investors in the region.

Central Europe was included in the survey for the first time this year and responses were received from chief executives in Bulgaria, the Czech Republic, Hungary, Poland and Slovenia.

In Poland, ABB won plaudits for its "decentralised approach" to business and for its transformation of group companies there, such as Zamech Elblag, the engineering plant which makes steam and gas turbines that it took control of in 1990. In the Czech Republic, where it has invested in electrical engineering companies in Brno and in other industrial towns, it was nominated for its "entrepreneurial culture".

Exporters are among the most respected local companies, as are those utilities and banks that have adopted more customer-friendly services, and the industrial concerns that have survived against the odds.

The approach of KRKA Novo Mesto, the Slovenian pharmaceutical company, to developing a long-term presence in international markets was considered outstanding, as was its main local rival LEK Ljubljana's

penetration of the competitive US market.

In Poland, banks were voted the best at satisfying customers. Créditbank, Polski Bank Rozwoju, Bank Han-dlowy, PKO and BRE were all nominated. Poles and Czechs also considered banks and financial institutions among the best at dealing with ethical issues.

Matav, Hungary's telecommunications monopoly, now owned by Ameritech of the US and Deutsche Telekom, was considered to have responded well to moving from state to private ownership. Among other things, it had become "customer friendly".

CEZ Praha, the Czech elec-

In the Czech Republic, the two Skoda companies were singled out as examples of partnerships that had worked well and for their efforts to marry quality and price.

Skoda Plzen, the biggest Czech engineering company, had performed well on the stock market. Skoda Automobilová, the car manufacturer owned by Volkswagen, was ranked as the country's best strategic alliance or joint venture, receiving credit for "changing the concept of new car production to meet market requirements in a very short time".

Other partnerships mentioned were the Renault joint venture Revoz Novo Mesto in Slovenia; Siemens'

category Optimus, a listed Polish computer company with a strategic alliance with Microsoft, was entered.

In the same category, Hungary's Westel 900, one of the country's two GSM mobile telephone operators, was entered for its "extremely fast development". Its rival Pannon GSM's similarly fast progress was put down partly to its high levels of customer service.

While praising high-tech companies, CEOs from the region listed access to new technologies and weak infrastructure, including telecoms, as among their greatest challenges.

The challenge most cited, however, was competition - increased competition from foreign companies at home and the need to improve competitiveness of their products in world markets.

Most respondents favoured their country's membership of the EU, although there was realism that this would have painful side effects. Czech CEOs believed entry into the EU would have to be preceded by greater industrial restructuring and would initially have a negative impact, although in the longer term they said membership was likely to lead to greater prosperity.

Their Hungarian counterparts, anticipating the increased competition, said co-operation with multinationals would be of "paramount importance". Chief executives from Bulgaria, where reform is less advanced than in the other countries surveyed, said joining the EU would be beneficial to the evolution of democracy, law and order, and free trade.

From their governments, respondents across the region wanted lower taxes and better and more stable legal frameworks. In Poland, the message was that taxes should be reduced, simplified and stabilised. In Hungary it was suggested that tax legislation be made "fair and normative" and execu-

Nominations by country - central Europe

Company	Sector	Country
ABB Polska	Manufacturing	Pol
Atlas	Manufacturing	Pol
Bank Handlowy	Banks, financial institutions	Pol
CEZ Praha	Utilities	Cze
Chemapol Group	Trade, distribution	Cze
Coca-Cola	Manufacturing	Pol
Electrum	Trade, distribution	Pol
General Electric	Manufacturing	Pol
Gorenje Velence	Manufacturing	Slo
Hemand	Manufacturing	Hun
ING	Banks, financial institutions	Hun
ING	Banks, financial institutions	Pol
KRKA Novo Mesto	Manufacturing	Slo
LEK Ljubljana	Manufacturing	Slo
NBP	Banks, financial institutions	Pol
Nestle Polska	Manufacturing	Pol
Nokia	Telecommunications, communications	Hun
Pannon GSM	Telecommunications, communications	Hun
Pivovarna Union Ljubljana	Manufacturing	Slo
Siemens	Manufacturing	Hun
Skoda Automobilová	Manufacturing	Cze
Skoda Plzen	Manufacturing	Cze
Stocznia Szczecinska	Manufacturing	Pol
Tsentromet Ead Vratsa	Other	Bul
Westel 900	Telecommunications, communications	Hun
Zelmer	Manufacturing	Pol

tives there also voiced concern over corruption and the black economy. In Poland and Bulgaria, executives said privatisation should be accelerated.

Foreign investment was favoured and most were optimistic there would be more investment in their countries.

Slovenia and Bulgaria were the least positive on the prospects for foreign investment. In Bulgaria a more complete legal framework and stabilisation of the financial system and the currency were seen as prerequisites. In Slovenia, respondents said there was too much political interference in the economy, the country was too small and the promise of it being the gateway to the former Yugoslav markets had not yet come true. This latter point explains why executives there called on the government to improve contacts with rump Yugoslavia.

PROFILE Axia-UAP

Hunter landed the big one

It was the business acquisition that sent tidal waves across the insurance sector in France, shook up the rest of Europe, and rippled tangibly around much of the rest of the world.

In November last year, Axia announced the latest transformation that would convert it into one of the world's largest financial groups, with \$63bn in annual revenues and \$60bn in funds under management.

The immediate reason was a "merger" with UAP, one of its French competitors, which was privatised in 1994. But it was clear that word was a polite euphemism for takeover, and that UAP was simply the latest in a long series of acquisitions carried out over a number of years.

Unlike many of France's better known companies, Axia was never owned or overtly influenced by the state, and nor has it existed in anything like its current form over many years. More than almost any other business, it is the outcome of the ambitions of one man, chairman Claude Bébérard.

Most of Mr Bébérard's contemporaries at the prestigious Ecole Polytechnique in the late 1950s opted for lofty jobs in the fast track of the civil service, with their eyes eventually on political power or the prospect of "parachuting" painlessly from a senior advisory role to head of a well-known company.

Mr Bébérard, by contrast, accepted a different sort of contract: he joined a small insurance mutual company based in Rouen as the designated "dauphin" to succeed its chairman, on condition that he worked his way up through the business. He retrained as an actuary, and spent a formative early period broadening his international perspectives in its Canadian subsidiary.

A man who developed a passion for animal hunting, and notably for big-game shoots in Africa, he wasted no time applying his personal skills to professional

life once he took the reins of power at Mutuals Unies in 1982. There was a bitter fight to gain control of Compagnie du Midi. UAP was only the most recent of a number of quarries during the 1990s, following such previously successful targets as Equitable of the US, Wing On in Hong Kong, and National Mutual in Australia.

Mr Bébérard is a committed Catholic whose company insured the Pope's visit to France this summer, and who has launched a number of initiatives to help the young unemployed. He has built a reputation for masterminding a series of colourful gestures: bringing his top management together for team-building exercise on the Great Wall of China, the Orient Express and in the Nigerian desert.

He has become known as an advocate of a number of government reforms including that of the health care system. He triggered public controversy when he suggested that private companies such as his should take over parts of the state service, generating substantial additional business for him in the process.

He says he is beginning to think of retirement in three years' time, aged 65. But such comments from the champion of French insurance leave people sceptical.

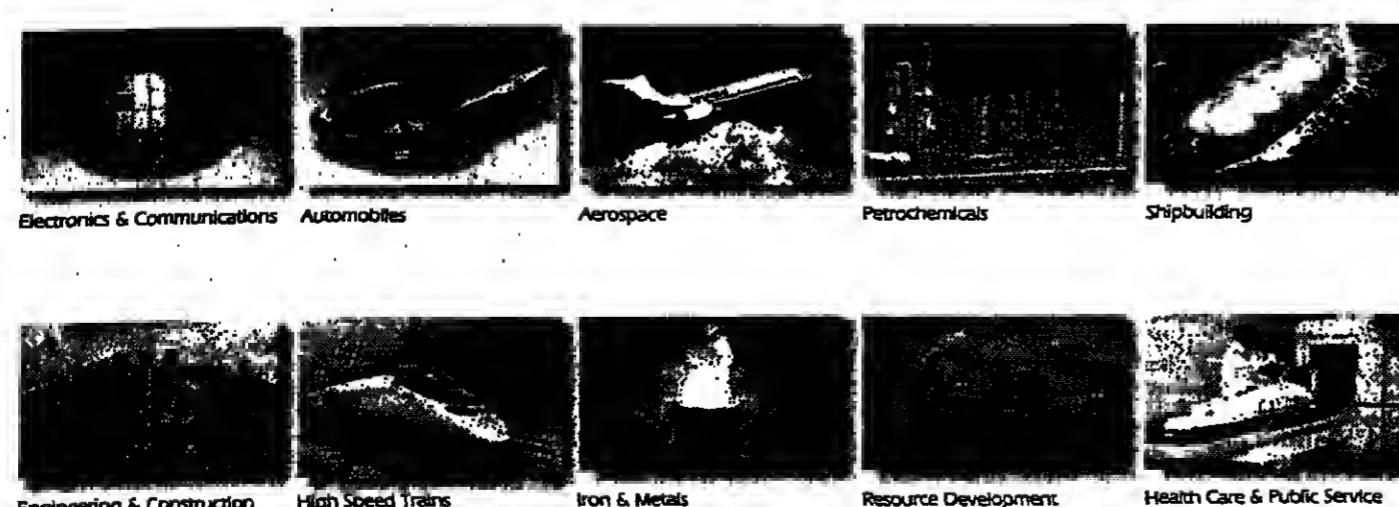
First, there are questions about how far a company built and influenced so much by one man will be able to survive without him, not to mention whether he will really be able to take the psychological leap and withdraw from management. He already has his eye on future acquisition targets.

Second, there is debate about how far the purchases made in the past few years could cause severe indigestion over the next few. That could prove a significant challenge for him and for his unnamed eventual successor.

Andrew Jack



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HYUNDAI

Building A Better World Through Value Management

4 EUROPE'S MOST RESPECTED COMPANIES



Leaders of the top five: from left to right Percy Barneveld (ABB), John Browne (British Petroleum), Helmut Maucher (Nestlé), Robert Ayling (British Airways) and Terry Leahy (Tesco)

BUSINESS LEADERS • by Virginia Marsh

Vision and courage lead the field

Analysts and CEOs single out innovation as a top management characteristic

Europe's most respected business leaders are visionary and courageous, have a strategy and apply it, and demonstrate a deep understanding of their industry and markets.

Thus, Ferdinand Piech of Volkswagen is praised for "grasping the nettle", presumably a reference to the German carmaker's decision to settle its long-running dispute with General Motors of the US over alleged industrial espionage earlier this year.

Pasquale Pistorio of SGS Thomson, the Franco-Italian semiconductor maker, is nominated for having "stuck with a revenue plan even when revenue was dropping in the early 1990s". The Sicilian-born engineer, a champion of Europe's semiconductor industry, fashioned a single company out of the unlikely merger of SGS Microelectronics of Italy and Thomson Semiconductors of France in 1987 and took it to flotation in 1994.

John Browne of BP is credited with visionary management – the company was one of the first oil companies to realise the growing importance and sensitivity of environmental issues and has managed to balance these with maintaining strong

profits. Mr Browne was also praised for pulling off the "innovative BP/Mobil downstream merger", a \$26bn deal which combines the companies' European fuels and lubricants operations.

Also nominated by the oil and gas industry was Total's Thierry Desmarest. Although the company has raised eyebrows in Washington and been criticised by human rights groups for working in countries such as Iran and Burma, his peers praise him for his clear vision, adding he is also "extremely focused on the core business".

Other qualities most admired are the abilities to reverse the fortunes of ailing companies and to grasp and focus on key issues. Jürgen Dörmann of Hoechst, the German chemicals group that lists in New York this month, for example, was singled out for "leading an extraordinary repositioning from a weak base". Appointed chairman three years ago, he is leading the group through a complex unbundling that divides it into 10 separate companies, after replacing the German board with an international one, and beginning to slash costs.

Percy Barneveld, the long-time chief executive of ABB, was praised for his "great work capacity and creativity" and for the "speed and completeness of ABB's integration". Although remaining at ABB as non-executive chairman after nine years as

Europe's most respected business leaders		
■ Auto, aero engineering	Ferdinand Piech	Volkswagen (Ger)
■ Banks, financial institutions	John Reed	Citibank (US)
	Martin Taylor	Barclays (UK)
■ Beverages, tobacco	Bernard Arnault	LVMH (Fra)
■ Business services, computers, office equipment	Bill Gates	Microsoft (US)
■ Chemicals, plastics, rubber	Jürgen Dörmann	Hoechst (Ger)
■ Construction, property	Thomas Schmidheiny	Höglund (Swi)
■ Electronics, electrical components	Jack Welch	General Electric (US)
■ Engineering, metals	Percy Barneveld	ABB (Swi/Swi)
■ Insurance	Claude Bébér	Axa-UAP (Fra)
■ Oil, gas, mining	John Browne	British Petroleum (UK)
■ Retail, distribution	Erwin Conradi	Metro (Ger)
	Cees van der Hoeden	Ahold (Neth)

CEO. Mr Barneveld's main job in future will be beating up investor, the main holding company of Sweden's Wallenberg Industrial empire, and spearheading its planned expansion abroad. Also in Scandinavia, Lars Rasmussen of Ericsson was credited with "acting on a tough vision". The Swedish telecommunications group has achieved annual earnings growth of about 50 per cent since 1993, largely on the back of the explosive growth of mobile telephony. Some 40 per cent of the world's mobile phone users are hooked up to Ericsson systems.

The survey shows that analysis, in particular, respect chief executives who exhibit a strong "shareholder orientation". Claude Bébér of Axa-UAP, the giant insurance group, for example, is credited with "building a large company without the group's shares underperforming". Since becoming chairman in 1983 of Mutuelles Unies, Axa's predecessor, he has converted an obscure mutual

company based in a provincial French town into one of the world's largest financial groups, culminating in the recent merger with UAP.

Similarly, Aad Jacobs of ING, the acquisitive Dutch banking and insurance group, is considered "shareholder friendly". Martin Taylor of Barclays, nominated in the banking section along with Citibank's John Reed ("visionary"), had "created shareholder value". Mr Reed, head of the New York-based bank since 1984 has created a globally known brand name, Cees van der Hoeden of Ahold, the Dutch supermarkets group that has expanded successfully in the US, "delivers on his promises".

There is also recognition of those successful in particularly demanding industries or environments. Bill Gates, nominated in the technology sector, was praised by another chief executive for "staying at the top of the most innovative sector". Thomas Schmidheiny, chairman and controlling shareholder of Höglund, the world's biggest cement company, was credited with "strong leadership and clear vision of industry trends", while Jack Welch of General Electric had "improved earnings in a conglomerate environment".

The survey also suggests CEOs sometimes admire unorthodox approaches to problems. Bernard Arnault of LVMH, the French luxury goods group, was nominated for his "effective underpinning" of the planned \$24bn Guinness and Grand Met merger. In a controversial move, Mr Arnault has sought to block the deal and engineer a three-way merger including Moët Hennessy, his drinks subsidiary. His tactics have included investing heavily in building up LVMH stakes of more than 11 per cent in the two companies.

Analysts and CEOs differ in their ranking of important management characteristics. Both singled out the most important characteristic as the ability to be innovative in approaching changing market conditions.

After that analysts rated teams that best balanced the interests of all stakeholders – shareholders, customers, employees and the community – and those that made effective use of new technology.

CEOs said the second and third most important characteristics were those with the highest quality products and services and that best satisfied customers. Balancing stakeholders and use of technology were much further down their list and they also attached more importance than analysts to a strong corporate brand image.

However, out of eight characteristics, both groups put maximising the potential of employees and dealing well with ethical and environmental issues at the bottom of their lists.

Nominations for country category

Company	Sector	Country
ABB	Engineering, metals	Swi
Acerinox	Engineering, metals	Spa
Ahold	Retail, distribution	Neth
Assicurazioni Generali	Insurance	Ita
AVL	Auto, aero engineering	Aus
Axa-UAP	Insurance	Fra
Banco Popular	Banks, financial institutions	Spa
Banco Português de Investimento	Banks, financial institutions	Por
Banco Santander	Banks, financial institutions	Spa
Bank of Ireland	Banks, financial institutions	Ire
Barilla	Food processor	Ita
Bayer	Chemicals, rubber, plastics	Ger
BCP	Banks, financial institutions	Por
Bertelsmann	Media, advertising, printing	Ger
BML	Retail, distribution	Aus
BMW	Auto, aero engineering	Ger
British Petroleum	Oil, gas, mining	UK
British Telecommunications	Telecommunications, communications	UK
Cadbury Schweppes	Food processor	UK
Caja Geral de Depósitos	Insurance	Por
Carrefour	Retail, distribution	Fra
CRH	Construction, property	Ire
Daimler-Benz	Auto, aero engineering	Ger
Danone	Food processor	Fra
Delhaize	Retail, distribution	Bel
Delta	Food processor	Gre
El Corte Inglés	Retail, distribution	Spa
Ericsson	Electronics, electrical components	Swe
Fiat	Auto, aero engineering	Ita
France Telecom	Telecommunications, communications	Fra
Garant Bankasi	Banks, financial institutions	Tur
Getronics	Electronics, electrical components	Net
Gleno Wellcome	Health, household	UK
Hennes & Mauritz	Textiles, clothing	Swe
IKEA	Retail, distribution	Swe
Jeronimo Martins	Retail, distribution	Por
Kleinwort Benson	Banks, financial institutions	UK
Lafarge	Construction, property	Fra
Lego	Entertainment, leisure	Den
L'Oréal	Health, household	Fr
Luxottica	Health, household	Ita
Marie & Spender	Retail, distribution	UK
Mercedes-Benz Turkey	Auto, aero engineering	Tur
Mercury Asset Management	Banks, financial institutions	UK
Nokia	Electronics, electrical components	Fin
Noventis	Health, household	Swi
Philips	Electronics, electrical components	Net
Piaggio	Auto, aero engineering	Ita
Portugal Telecom	Telecommunications, communications	Por
Repsol	Oil, gas, mining	Spa
Roche	Health, household	Swi
Royal Dutch/Shell	Oil, gas, mining	Net
Safic	Health, household	Ita
SAP	Business services, computers, office equipment	Ger
Scottish Hydro-Electric	Electricity, water	UK
Siemens	Electronics, electrical components	Ger
Simoides	Chemicals, rubber, plastics	Por
SmithKline Beecham	Health, household	UK
Snampoggetti	Engineering, metals	Ita
Solvay	Chemicals, rubber, plastics	Bel
Sonae	Diversified holding company	Por
Statoil	Oil, gas, mining	Nor
Telcel	Telecommunications, communications	Por
Tesco	Retail, distribution	UK
UCB	Chemicals, rubber, plastics	Bel
Union Crédit de Bâtiment	Banks, financial institutions	Fra
VA Tech	Engineering, metals	Aus
VA Technologie	Engineering, metals	Aus
Valeo	Auto, aero engineering	Fra
Vebe	Oil, gas, mining	Ger
Volkswagen	Auto, aero engineering	Ger
Wiesnerberger	Construction, property	Aus
Wolfford	Textiles, clothing	Aus

METHODOLOGY • by Yvonne Fletcher

How the surveys were conducted

There are a number of innovations in the fourth year of the survey

This is the fourth year that Price Waterhouse and the Financial Times have conducted a survey to find out which are Europe's most respected companies. While retaining many elements of previous surveys this year's exercise is a departure from the 1996 format.

There are a number of innovations. The scope of the survey has been significantly expanded by the introduction of two additional surveys alongside the existing survey of chief executives of companies based in western Europe. The two new studies are: a poll of chief executives of central European companies and a poll of investment analysts.

The main survey continues to be based on companies appearing in the FT500, which lists Europe's largest quoted companies ranked according to market capitalisation. Other international and national rankings were used to supplement the core list. For the first time, a strictly limited number of chief executives of the most significant subsidiaries of non-European multinationals

also operating in Europe were also canvassed for their views. State-owned enterprises, private and quoted companies are all included in the sample of some 1,800 or so companies.

In general terms, the questionnaire for the main survey took a much stronger sector focus and the design also reflected a greater emphasis on business issues.

An invitation to nominate the most respected business leaders in each sector was also incorporated into the questionnaire. Questions were designed to reflect contemporary business issues, such as the European economic and monetary union (Emu); further integration within Europe; the role of governments in improving the competitiveness of European industry within and outside Europe; and the challenges facing companies in central and eastern Europe.

The poll of investment analysts was based on a set of highly ranked analysts featured in the 1996 Extel Rankings of Investment Analysts. Only those analysts covering European industry sectors were included in the survey. The questionnaire for investment analysts mirrored in part the questionnaire sent to chief executives in western Europe to enable some com-

parisons to be drawn. Investment analysts and chief executives from western Europe were asked a range of questions about companies in their sector and the issues facing companies in their industry. These questions included nominations within each sector for the best performing companies on a number of attributes

within each sector for the best performing companies on a number of attributes, such as the European economic and monetary union (Emu); further integration within Europe; the role of governments in improving the competitiveness of European industry within and outside Europe; and the challenges facing companies in central and eastern Europe.

Investment analysts were specifically asked to comment on performance measures: the criteria which forms the basis for recommendations to clients. In addition, there were questions on investor relations – how companies could best improve their relationships with the investor community and their choice of companies demonstrating effective investor relations.

The poll of chief executives in central Europe was run as a separate exercise and the corresponding questionnaire designed around the characteristics of the business community in the region. This questionnaire, unlike the others, was focused mainly on countries rather than on sectors. Questions were included on start-up companies, joint ventures and strategic alliances and asked for views on foreign investment. Their country's prospects for joining the European Union and which government measures

to be taken were also canvassed. The changes come in an important year for Siemens – this year it is celebrating its 150th birthday. In 1847, in a Berlin back-street, Werner von Siemens and Johann Georg

Halske founded what has now become one of the world's oldest industrial companies which makes everything from cellular phones to computer chips and power plants. Within just a few years of its birth, the company had embarked on the international expansion and big industrial projects which have come to characterise it today. In these early years, Werner von Siemens himself was involved in delivering pointer telegraphs to Java, laying underwater telegraph cables between islands in south-east Asia and linking London with Calcutta via the Indo-European telegraph line.

Today, international growth is the most important driving force behind the company's expansion. The group now has 385,000 employees worldwide, and sales this year are expected to exceed DM100bn for the first time, driven entirely by growth outside Germany.

The company has grown into an empire with around 250 business units, encompassing activities such as power generation and power transmission, information systems, health care, transportation, and communication systems. Mr von

Pierer thinks that Siemens now stands for "resilience, innovation, reliability, customer orientation and local commitment".

The final results reflect answers to different questions – it is possible for companies to do well in a sector but not to feature on other lists. Compiling the results have been two-part process: first the responses to a number of different questions were aggregated. These were then weighted by a factor that took account of the size of the respondent's sector and the response rate within that sector.

For example, the full listing of nominations for companies perceived as among the most respected within their country.

Pierer thinks that Siemens now stands for "resilience, innovation, reliability, customer orientation and local commitment". Total orders outside Germany this year are expected to be more than DM70bn, or almost three-quarters of total business. Asia and north and south America are the regions where Siemens is growing most quickly – one-fifth of its business is in the Americas and it has 50,000 employees in the US alone. One important recent deal for the company was being chosen as part of the consortium to supply generators and turbines to China's massive Three Gorges project.

The reverse side of this international expansion has been a contraction of the group's German workforce. Like so many of Germany's big companies, Siemens is burdened by the country's notoriously high labour costs. As a result, following the wake-up call last November, Mr von Pierer announced 6,000 job cuts in the German operations, to match a similar reduction a year earlier.

Siemens has also launched a three-point programme to restore its financial fortunes. This so-called "top" programme emphasises productivity, innovation and growth. The group has been keen to avoid simply cost-cutting – a route followed by some other German companies – as the only route to improved financial success, emphasising growth as well. According to Mr von Pierer, Siemens wanted to avoid "saving itself to death".

The results of the programme

have included an increase in productivity last year of 8.5 per cent

and a further improvement of at least 9 per cent expected this year.

Although profits are still forecast to remain flat at around DM25bn this year, Siemens is forecasting a strong rebound in 1998.

The company has also taken concrete steps to restructure, including the acquisition of AEG

Electrocom from Daimler-Benz and the sale of units considered too

small or not part of the group's core business – including its defence

electronics activities and its dental equipment business.

Graham Bowley

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6 EUROPE'S MOST RESPECTED COMPANIES

PROFILE Microsoft

The company feared the most

Microsoft is a company that evokes strong responses from any business audience. Best known for its Windows personal computer operating system software, as well as the wealth of Bill Gates, chairman and chief executive, Microsoft dominates one of the most dynamic industry sectors in the world.

Described by one chief executive as "the company everyone fears the most", Microsoft's recent moves into Internet publishing have been interpreted as a threat to media companies. With its efforts in personal finance software and electronic commerce, Microsoft is regarded as a challenger to retail banks.

In reality, Microsoft is determined to remain focused on its primary mission of developing innovative software. Yet the company's intense competitiveness means that it cannot be ignored by anyone that might stand in its path.

Among respondents to the survey, Microsoft was most admired for its ability to cope with change. This no doubt reflects the company's

At the Davos World Economic Forum in February, Bill Gates took the opportunity to upbraid European business for its technological backwardness. He was astonished, the boss of Microsoft said, by how little Europe used software.

European executives seem to be taking notice. This year, Microsoft is voted the world's most respected company, pushing last year's winner, General Electric, into second place.

Third comes Coca-Cola. Fourth comes ABB, which last year came equal second with Microsoft. Thus, three of America's biggest corporations by market value dominate the world rankings from a European perspective.

Doubtless, Wall Street's remarkable strength in the past year has had something to do with this. At the latest count, General

awakening to the importance of the Internet, less than two years ago, and its subsequent success in launching Internet browser and communications software.

Again, the myths are bigger than reality.

Microsoft was well-timed to stage its entry into the browser software market. Moreover, its success in this new field has been achieved as much through marketing alliances as it has through

technology innovation. Yet within the computer industry, Microsoft is both revered and detested. Among its fans, Microsoft is the ultimate example of the success of American capitalism, formed by two young men in their early 20s, Microsoft won its spurs as the provider of the old DOS PC operating system and demonstrated that a "garage-shop" could become an industry giant.

However, Microsoft's detractors insist that it saps

the innovative strength of the software industry because it has become so big and rich, with cash resources of about \$9bn.

For example, few venture capitalists are now willing to fund software companies that intend to go head-to-head in competition with the industry behemoth.

Yet Microsoft is one of the biggest spenders in the computer industry on research and development. With an annual budget of about \$2bn for research and

development, the company's research laboratories lead the world in the development of speech recognition, speech synthesis and computer vision - technologies that are expected to change radically the way the next generation of personal computers is used.

Microsoft's latest focus is on "simplicity", or making personal computers much easier to use. This reflects Mr Gates's determination to expand greatly the market for his company's products among consumers and businesses that have yet to adopt PC technology.

Beyond PC software, Microsoft is also bullying its way into the corporate computing environment with software for corporate computer systems.

At the same time, Microsoft is targeting consumers with products ranging from a dinosaur doll that responds to computer commands to the new version of its Windows system, due next year.

The company is also expanding its horizons with Windows CE, a new version of Windows designed to run

Most respected companies in the world

Rank	Company	Country	Sector
1	Microsoft	US	Business services, computers, office equipment
2	General Electric	US	Engineering, electronics
3	Coca-Cola	US	Beverages, tobacco
4	ABB	Sw/Se/Sw	Engineering, electronics
4	British Airways	UK	Transport, transport services
4	Nestlé	Swi	Food processor
7	Intel	US	Engineering, electronics
8	British Petroleum	UK	Oil, gas, mining
8	Daimler-Benz	Germany	Auto, aero engineering
8	L'Oréal	Fr	Consumer goods
8	Royal Dutch/Shell	Ne/UK	Oil, gas, mining

Source: All tables in this survey Price Waterhouse/FT

INVESTOR RELATIONS • by Tony Jackson

Be open and honest, say analysts

The concept of shareholder value is making headway in European corporations

For European chief executives, impressing your peers is one thing. But how do you impress the stock markets? What makes for good investor relations?

The question was put to analysts responding to this year's survey. In essence, they identified four main elements.

First and most important, they said, good investor relations involve being open and honest. The message has to be consistent, and transmitted in good times or bad.

Second, investor relations staff must be up to their job. This falls under two headings, analysts said. They must be competent, in the sense of returning phone calls and understanding their companies' operations. They have to be credible: they must have access to top management, and speak with authority on their behalf.

Third, senior management must be accessible. Fourth, they must be clearly involved in the investor relations process, and committed to it. This, the analysts said, helped create a pro-active approach within the organisation, and enabled investor relations staff to speak with the necessary authority.

This last point was exemplified by the Irish building materials group CRH. Its chief financial officer Harry Sheridan, one analyst commented, led "a consistent investor relations effort, without the hype".

Other companies which gained special mention were spread across sectors and countries. In chemicals, Bayer was described as reliable and well-informed, while DSM of Holland was praised for objective, regular communication.

Ericsson was described as "always fully updated and very competent", while Enso Gutzeit, the Finnish forest products company, gave good access and responded quickly. In the UK, BP - a rising star, as elsewhere in the survey - was credited with giving "a very clear message on what the company is about", and being "as open as possible".

Analysts were also asked how companies could

improve their investor relations. As might be expected, they agreed on wanting ever more information, particularly financial disclosure, on a more regular basis.

In addition, they wanted faster reporting, with adequate warning of result dates. Companies, they said, should make more use of the Internet, as a means of granting more access. They should also concentrate on helping analysts understand the business, not merely hand out raw data for use in spreadsheets.

More generally, they commented that companies should place more emphasis on shareholder value. This leads naturally to another question put to them in the survey: on which criteria do they most rely when recommending companies to clients?

The answers were in one sense traditional. First, analysts used conventional financial measures, such as growth trends in earnings per share, return on equity and return on investments and acquisitions.

They combined those with more subjective assessments of management. Can a company deliver a consistent long-term strategy? Does it have a sound competitive position? Does the company focus on markets with clearly identifiable potential? Is it capable of initiating change within its industry?

But although analysts paid lip service to the goal of shareholder value, only a minority - around a quarter - were interested in economic value added and other ways of measuring return against the cost of capital.

Granted, one analyst made the fundamental point that managers should understand that capital had a cost. But as another wrote, "shareholder value is still a less common concept in Europe than in the US".

This was changing, he added. "In certain companies we are starting to see a divergence in performance, as with BP's strong share price."

It is perhaps significant that this has been mirrored in BP's rising reputation with European executives. But for bulls of Europe's stock markets, there is an important message here. The concept of shareholder value is making headway in European corporations, but it still has further to go.

Sector nominations by analysts

Sectors - unweighted and unranked		
■ Auto, aero engineering		
Daimler-Benz	Germany	
Valeo	France	
Volkswagen	Germany	
■ Chemical, rubber, plastics		
EAST	Germany	
Bayer	Germany	
Hoechst	Germany	
■ Construction, property		
Amec	UK	
CRH	Ireland	
Holcim	Switzerland	
■ Electronics, electrical components		
Ericsson	Sweden	
■ Engineering, metals		
ABB	Sweden/Switzerland	
Siebe	UK	
TT Group	UK	
■ Health, household		
Novartis	Switzerland	
Roche	Switzerland	
SmithKline Beecham	UK	
■ Insurance		
Aegon	Netherlands	
ING	Netherlands	
Zurich	Switzerland	
■ Oil, gas, mining		
BP	UK	
Elf Aquitaine	France	
Royal Dutch/Shell	Netherlands/UK	
Total	France	
■ Retail, distribution		
Ahold	Netherlands	
Carrefour	France	
Marks & Spencer	UK	

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